65

BROADCASTING

combined with Broadcast Advertising

Published Semi-Monthly • Vol. 8 No. 12

WASHINGTON, D. C.
JUNE 15, 1935

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR LIBRARY
JUN 17 1935

"I'll swap yuh *'leven miggies* fer this *glassie?*"

Remember?

That glassie was sure plenty more fun to own than those eleven miggies. It was a beauty! It was bigger. It had "Class". *And you wanted it.*

Broadcasters feel the same about their choice of stations in New England when they select WBZ and WBZA. For, although their combined power exceeds the combined power of all other stations in Massachusetts, power is but one important factor in making WBZ and WBZA "bigger and better".

Equally important are the ideals behind their management. The highest standards of advertising and ethical conduct assure WBZ and WBZA advertisers that they will always be in good company.

That's what gives a station "Class".

And "Class" is what makes a *glassie* worth even more than a good handful of *miggies.*

WBZ and WBZA

50,000 WATTS BOSTON

1,000 WATTS SPRINGFIELD

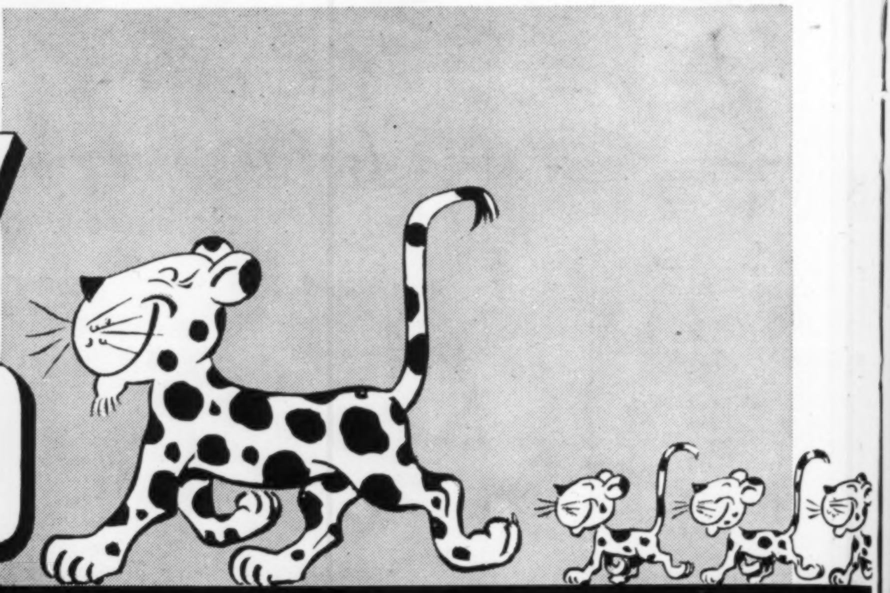
NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK	WASHINGTON	CHICAGO	SAN FRANCISCO
WEAF & WJZ	WRC & WMAL	WMAQ & WENR	KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

76%



INCREASE

in SPOT *business!*

•

A PARTIAL LIST OF 1935 SPOT ADVERTISERS

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Nujol
Proctor & Gamble
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Bulova
Scott's Emulsion
Best Foods
Plymouth
Pennzoil
General Motors
Standard Oil
Malt-O-Meal
Fels Naptha
Colgate
Chevrolet

•

IN SAN FRANCISCO transcription advertisers placed 76% more business on KFRC during the first five months of 1935 as compared with the same period last year.

HERE'S WHY:

KFRC is the only radio station in San Francisco accepting transcriptions and announcements which offers network popularity. Network popularity means a superior audience—greater circulation—and forms the basis of the lowest rate per thousand listeners in the Bay Area. For coverage—circulation—and results—Use KFRC in San Francisco.

Harrison Holliway, Manager

Write for Full Details

KFRC

The Don Lee Broadcasting System • 1000 Van Ness Avenue, San Francisco

AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM

Representatives: RADIO SALES, INC.
New York City: 485 Madison Ave. . . Chicago: 410 N. Michigan Ave.

LOS ANGELES OFFICE
Don Lee Building, Seventh and Bixel Streets

YANKEE NETWORK reaches a

PRIMARY AUDIENCE in

CENTERS OF POPULATION

HERE is the most intense regional coverage in the country . . . 12 stations covering a territory where audience density makes every local station an important unit in the network.

Each of these stations commands an all-day network audience for Columbia Broadcasting System and Yankee Network programs, including such exclusive regional features as the Yankee Network News Service and the play-by-play broadcasts of American and National League baseball games.

Through these stations the Yankee Network consolidates into one great primary audience the listeners of 12 centers of population.

With no single station or other group of stations can you secure an audience comparable in size to the Yankee Network audience.

To cover New England thoroughly, you need the intense local effectiveness of the Yankee Network's 12-station audience.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON

EDWARD PETRY & CO., INC., Exclusive National Sales Representative

NEW YORK—17 East 42nd St.	Murray Hill 2-3850
CHICAGO—Wrigley Bldg.	Superior 7742
DETROIT—General Motors Bldg.	Madison 1035
SAN FRANCISCO—865 Mission St.	Sutter 6400

YANKEE
NETWORK

YESTERDAY we weren't yet in business. TODAY we are exclusive national representatives of thirteen important stations!

It's this way. Our parent company, Free & Sleininger, Inc., felt that its list of radio stations was becoming too large. No one firm could continue to grow at the same rate, and also continue to give the kind of service you expect from F & S.

So what to do? Become an organization of mere order-takers? Stop growing? Or split up into *two* separate organizations, each of which handles no more than a reasonable number of stations? . . . The choice was made, and today Free, Johns & Field, Inc., takes over its part of the job. Under the same management as before. With thirteen excellent stations, most of them formerly on the F & S list. *But concentrating on those thirteen stations exclusively, and with additional man-power to help do a bang-up job.*

Expect great things of Free, Johns & Field. Expect great things of F & S. Your expectations will be fulfilled.

FREE, JOHNS & FIELD, INC.

(Associated with Free & Sleininger, Inc.)

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
General Motors Bldg.
Madison 1423

SAN FRANCISCO
Russ Building
Sutter 5415

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WCSC CHARLESTON, S. C. *Serving Coastal South Carolina*	332,837
WIS COLUMBIA, S. C. *NBC Southeastern Group*	393,827
WAIU COLUMBUS *Predominant in Central Ohio*	1,433,606*
WOC DAVENPORT *CBS Basic Supplementary Group*	763,960*
WDAY FARGO *NBC Northwestern Group*	928,867*
WDRC HARTFORD *CBS Basic Network*	449,756*
WKZO KALAMAZOO *The Voice of Southwestern Michigan*	346,406*
WNOX KNOXVILLE *CBS Southcentral Group*	518,673
WMAZ MACON *Doing a Peach of a Job in Georgia*	813,069*
WMBD PEORIA *CBS Basic Supplementary Group*	464,352*
WPTF RALEIGH *NBC Southeastern Group*	684,840*
KALE PORTLAND *Sister Station to KOIN*	692,457*
KTUL TULSA *CBS Southwestern Group*	606,086*

* Population of primary daytime coverage area.

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BROADCASTING
and
Broadcast Advertising

Vol. 8 No. 12 WASHINGTON, D. C. JUNE 15, 1935 $3.00 A YEAR—15c A COPY

Copyright Turmoil Main Convention Issue

By SOL TAISHOFF

Signing of Five-year Contracts With ASCAP by Networks And WCAU Precipitates Split; Board Meeting Called

A BREAK in broadcasting ranks over copyright contracts with the American Society of Composers, Authors & Publishers has developed during the last fortnight with the differences so intense that serious consequences may ensue at the NAB annual convention, scheduled for Colorado Springs July 6-10.

Disclosure that the two nationwide networks and WCAU, Philadelphia, had signed contracts with ASCAP extending their present arrangements, on the eve of the trial instituted by the Department of Justice against ASCAP, brought about the split. The NAB copyright committee, which had made a futile proposal to ASCAP to extend existing licenses until the litigation was concluded, declined to go along with the networks.

Increased Payments

CONTRACTS negotiated by NBC, CBS and WCAU call for extension of their present contracts for five years from Jan. 1, 1936, under the present terms. The only change, so far as known, is a sustaining fee increase of $25,000 for each of the networks, so that CBS, in addition to the 5% of the receipts of its key station WABC, will pay $55,000 as a sustaining fee rather than $40,000. The $25,000 increase applies to both of the NBC networks, meaning that NBC will pay a sustaining fee of approximately $100,000.

The situation became so tense that on June 12 President J. Truman Ward ordered a board meeting called at the earliest possible date. Philip G. Loucks, NAB managing director, in New York at the time as a witness in the anti-trust suit instituted by the Department of Justice against ASCAP, set the meeting for June 22 at the St. Regis Hotel, New York. Simultaneously, it was learned that E. C. Mills, ASCAP general manager, had stated orally that he would not make a formal offer to the NAB copyright committee to extend all licenses but that he would extend the licenses of stations under present terms for five years if they communicated with ASCAP.

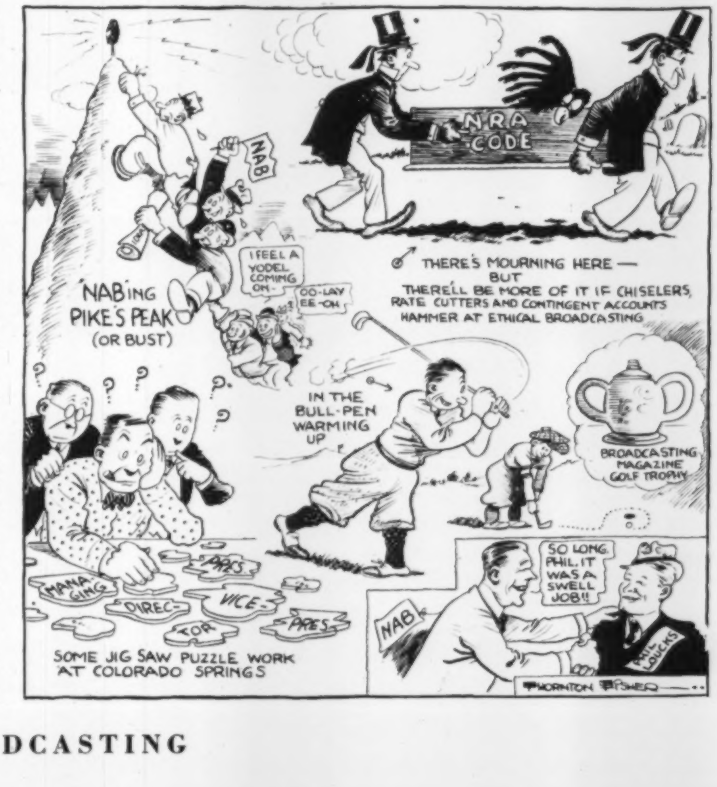
News of the signing of these contracts burst like a bombshell in industry ranks. Isaac D. Levy, WCAU executive, treasurer of the NAB and important CBS stockholder, on June 6 sent a letter to all stations informing them of the action. He pointed out that the five-year contract was opposed by Joseph C. Hostetler, chief NAB copyright counsel and by Mr. Loucks, on the ground that it might be prejudicial to the government suit against ASCAP alleging it is a combine in violation of the anti-trust laws. But he maintained that the contract was acceptable "under the circumstances" and he urged stations to accept the extensions of five years, although there is "no compulsion" to do so.

Expressing the opposite view was a letter from Mr. Hostetler to Mr. Loucks, dated June 5, in which he reviewed the ground covered in the ASCAP negotiations, and alluded to "advantages" accrued by the chains over independent stations in their copyright contracts. Mr. Hostetler said, among other things, that he understood that WCAU has an independent station contract with a very low sustaining fee, and that it pays 5% of its receipts only on programs using music, whereas under the regular contracts the percentage is paid on all programs.

Bitterness crept into the controversy when on June 11 Mr. Levy addressed a second letter to NAB members, replying to Mr. Hostetler's letter which had been circulated by Mr. Loucks. [This letter also is published in full text herewith.] He said among other things that he had had reliable word that ASCAP intended to increase payments up to 25% of gross receipts. He denied that the networks, WCAU or WOR had dealt "for our own selfish interests", which he said was insinuated by Mr. Hostetler.

In conclusion, Mr. Levy said that Mr. Loucks did not have the authority to send out the Hostetler letter on NAB stationery. He quoted a telegram from President J. Truman Ward stating that Mr. Louck's letter did not have his approval, that Mr. Ward did not approve "insinuations" in the letter and that Mr. Loucks had been wired to call a board meeting. Mr. Levy denied that the new contracts interfere in any way with the ASCAP trial.

NAB Convention Previews . . . *By Thornton Fisher*


NAB
NRA CODE
I FEEL A YODEL COMING ON-
OO-LAY EE-OH
THERE'S MOURNING HERE — BUT THERE'LL BE MORE OF IT IF CHISELERS, RATE CUTTERS AND CONTINGENT ACCOUNTS HAMMER AT ETHICAL BROADCASTING
'NAB'ING PIKE'S PEAK (OR BUST)
IN THE BULL-PEN WARMING UP
BROADCASTING MAGAZINE GOLF TROPHY
MANA-GING
PRES.
DIREC-
VICE-
TOR
PRES.
SOME JIG SAW PUZZLE WORK AT COLORADO SPRINGS
SO LONG PHIL. IT WAS A SWELL JOB!!
NAB
PHIL LOUCKS
THORNTON FISHER

Respecting the attitude of newspaper-owned stations, Mr. Levy said that a canvass showed that 35 of the 36 stations holding such special contracts indicated they would accept the 5-year extensions. He declared the only exception was the newspaper represented by Mr. Hostetler (*Cleveland Plain-Dealer*, operating WHK).

Further confusing the situation was the revelation that newspaper stations, evidently aroused by the fact that the extensions had been negotiated, immediately started conversations with ASCAP for renewal of their "preferential" contracts for five years. These contracts, negotiated separately by ASCAP three years ago on the ground that newspaper stations were entitled to special considerations because of their contributions to music generally, call for payment of 5% only on programs using ASCAP music, with the guarantee that the sum shall be four times the sustaining fee arbitrarily established.

Damm States Views

WALTER J. DAMM, manager of WTMJ, Milwaukee, and a member of the copyright committee of the NAB, in reply to a query from Broadcasting, asserted that his station is considering ASCAP's offer for a five-year extension of its newspaper contract based on present terms. His communication was as follows:

> With the full realization that: (1) Irrespective of the decision of the lower court in the ASCAP case, that case will be appealed to the Supreme Court of the United States, with the result that there is no possibility of final adjudication before Dec. 31, 1935 (when current contracts now expire) and probably not for another year thereafter; (2) WTMJ cannot operate without the present ASCAP catalog; (3) if the U. S. wins the case all contracts are null and void; (4) if ASCAP wins WTMJ is protected for the duration of any extension it agrees to; (5) if for one reason or another ASCAP fails to continue its present catalog, WTMJ under the contract can cancel, WTMJ is consider-

ing ASCAP's offer for a five-year extension of its license based on present terms.

Original reports were that WOR, Newark, also had signed the five-year extension. On June 10, however, A. J. McCosker, president of the station and chairman of the NAB copyright committee, stated that he had not signed and that the matter was receiving consideration of WOR counsel. Further, he said, that as chairman of the Copyright Committee, he had not received from ASCAP a formal proposal that contracts for all stations will be extended for five years. Mr. Loucks made this announcement public.

The only word from Mr. Loucks was that the NAB Copyright Committee, which had been carrying on negotiations for the last several months, was functioning under a resolution of the NAB board which authorized discussion of a "per piece" or measured service basis of payment only. That would mean that broadcasters would pay only on the music they used at a price predetermined by the copyright owner and based upon competition rather than on their entire receipts. It is roughly estimated that, based on current broadcasting business, ASCAP will realize this year between $2,500,000 and $3,000,000 from broadcasting in the nature of copyright royalties.

Development of the copyright controversy threw into the discard practically all of the prearranged plans for the NAB convention. Copyright again will be the keynote, it seems apparent, and many speeches tentatively scheduled have been deleted to make way for free and full discussion of this issue, along with the score of other matters that are regarded of transcendent importance. In Washington on June 8 to discuss revision of the plans with Mr. Loucks was Edwin M. Spence, general manager of WBAL, Baltimore, and general chairman of the convention committee.

In the light of the exigencies, here is the way the revised convention program shapes up:

The only featured speaker will be Anning S. Prall, FCC chairman, whose message will be on the program crusade which he was instrumental in bringing about. Because of the deep interest in and the significance of this movement, it was felt that the initial session should be devoted to it. Chairman Prall has indicated that among other things, he will talk about advertiser and agency responsibility in program commercial credits. He informs BROADCASTING that his purpose is to have a "heart to heart" talk with the broadcasters.

Mr. Loucks' Report

THERE will be the customary reports of officers of the NAB and its committee chairman. Mr. Loucks will deliver his final report as managing director, having announced last month his intention of returning to private law practice following the convention. More than likely he will be retained as special counsel of the NAB and be delegated certain legal problems and matters of policy. James W. Baldwin, now serving as assistant managing director, having terminated the Code Authority of which he was executive officer, has won widespread endorsement as Mr. Loucks' successor.

Regular sessions will be held from 9:30 a. m. on the three business convention days (July 8, 9 and 10) until 1:30 p. m., with afternoons free unless the discussion runs over. Except for the Prall speech, official reports and elections the balance of the sessions will be devoted to floor discussions. Aside from copyright, subjects which will command major attention include the program reform movement to eliminate all matter offensive to "good taste"; the current news broadcasting

(*Continued on page 42*)

Mr. Hostetler's Letter

Mr. Hostetler

I CANNOT yet believe that the two chains and McCosker have entered into contracts with ASCAP. I would not be surprised, of course, if Ike Levy had, because he told us frankly on Monday evening before the meeting broke up that if Mills would give him the contract on Tuesday morning he would take it. I made no protest to this because, in the first place, I did not think Mills would give him the contract alone, and in the second place, I did not think the protest would do a bit of good. My understanding certainly was that McCosker would get Mills' offer in written form so that it could be submitted to the Copyright Committee and their reaction gotten, and in turn submitted to the Board of Directors of the National Association of Broadcasters before it was executed. * * *

I had hoped that Mr. Bennett [Andrew W. Bennett, special assistant to the Attorney General on copyright] was right in his conclusion that he would be able to try the Government case with ASCAP without pointing out as one of the proofs of discrimination, the advantages which the chains got in the last negotiation as distinguished from the independent broadcasters. If these new contracts have been signed, carrying that same preferential arrangement (and I understand they will carry it, except for the fact that the wholly owned chain outlets will pay the 5 per cent on their card rate rather than on the amount allocated by the chain to the station for the time), then I do not see how it will be possible to avoid calling the Court's attention to this preference in explanation of the willingness of the chains to execute an extension agreement on the very eve of trial of the Government suit.

I think that the members of your Association know enough about the terms of the chain contract that it will be unnecessary to spell out for them this situation. The members of your Association which are chain outlets, in their negotiations with the chains on the matter of payments to be made to outlet stations, have undoubtedly used the fact that the outlet station is bearing all of the ASCAP burden for all that it is worth.

Now, as to the advantages which Ike Levy has in his contract, I do not think the members of the Association or the members of the Board on the whole know what those advantages are, and I think they should know before being called upon to determine whether they are going to assume the obligations in their present contract, or whether they wish to ask Mills to give them terms as favorable as he gives Levy's station. In regard to this matter, I am glad that we had the extended conversation that we did on Monday afternoon, because it was certainly left clear that Ike was to give full information on this subject in a letter which he was to address to broadcasters.

(*Continued on page 56*)

Mr. Levy's Letters

Mr. Levy

SINCE our last NAB meeting, many conferences have been held between counsel and members of the Copyright Committee. Numerous attempts were made by us to negotiate a satisfactory contract with ASCAP. An extension of the present agreement was granted, providing for termination on Dec. 31, 1935.

You probably know that the Government's suit against ASCAP is to be tried on June 10, 1935. It is very likely that a final judgment would not be entered in this proceeding for a period of perhaps two years. Assuming success in the Government's case, it is reasonable to anticipate that the machinery of ASCAP could not be reorganized, so as to conform with any Decree entered, for a further period of several years. In this connection, let me state, I have always believed in the Government's theory of its case.

Under the circumstances, therefore, and for all practical purposes, our position on Dec. 31, 1935 will be the same as it is today. We are therefore constrained to take such action immediately as will best protect our interests and purposes.

At one of the meetings with ASCAP recently, it was proposed that we enter into an extension of five years of our present agreement. This proposition the Copyright Committee refused to entertain. In the alternative, they suggested that the present contract be extended, upon its present terms, to the conclusion of the Government suit. ASCAP refused to enter into any proposition which made reference to the suit.

I believe that the proposed extension for a five-year period is acceptable under the circumstances. There is nothing to be lost thereby and everything to be gained. In the event that the Government's suit was decided in its favor, these contracts, of necessity, would fall. Should the Government suit be lost, we would still have had and continue to have the benefits of the five-year extension.

Different and divergent views were expressed at other meetings held by the members of our Copyright Committee. Mr. Hostetler and Mr. Loucks believe that we should not enter into any contract with ASCAP on the ground that it might be prejudicial to the Government's case. I am of the firm belief that the case can in nowise be detrimentally affected by our entering into the five-year extension. This opinion is shared by my legal associates and all other counsel whom I have consulted.

I, therefore, on behalf of WCAU Broadcasting Co., decided to enter into an agreement to extend the present contract for five years. NBC and CBS have both entered into similar agreements. The latter are, however, paying a larger sustaining fee than they have in the past.

I am writing you this letter in order that you may be informed of the difference of opinion existing amongst the members of our Committee. I believe you will be serving your best interests by accept-

(*Continued on page 57*)

Railroads Offering ConventionService

Rates via C. & O. and MOPAC Are Below Usual Charges

SPECIAL railroad facilities for the NAB convention at Colorado Springs July 6-10 have been made by the Chesapeake & Ohio and Missouri Pacific Lines, with summer tourist rates, which are lower than the regular one and one-third fare round-trip convention rates, prevailing from all points and over all lines.

From the East, the C. & O. will have special sleepers reserved aboard its crack train, the *George Washington*, and this will make direct connections with the NAB special out of St. Louis over Missouri Pacific on July 5, with arrival at Colorado Springs at noon Saturday July 6.

Comparison of Rates

RATES to the convention via the C. & O. and Missouri Pacific, from principal points are approximately 40% lower than the one-way rates under the 16-day summer tourist tariffs, and average between 35 and 45% lower, dependent upon the starting point for the 45-day summer tourist round-trips. In the past the NAB has taken advantage of the 1 1/3 round-trip rate for conventions but this year the summer tourists rates are even lower.

Following is a tabulation of the round-trip rates from main points to Colorado Springs, including both the 16-day summer tourist rate and 45-day summer tourist rate:

Schedule of Rates

	16-DAY	45-DAY
New York	$75.10	$81.90
Newark	74.70	81.50
Philadelphia	71.05	77.85
Baltimore	68.95	75.75
Washington	68.95	75.75
Richmond	66.25	74.00
Norfolk	69.60	75.50
Buffalo	57.75	64.55
Pittsburgh	55.30	62.10
Detroit	46.50	53.30
Cincinnati	45.60	51.50
Chicago	34.20	41.00*
St. Louis	30.10	36.00*
Memphis	35.85	43.00
New Orleans	43.55	52.25
Dallas	25.10	30.10
Fort Worth	24.05	28.85
Houston	34.65	41.55
San Antonio	33.35	40.00
El Paso	26.05	31.55
Los Angeles	----	57.50*
San Francisco	----	57.50*
Portland, Ore.	----	57.50*
Kansas City	19.60	26.50*
St. Paul	31.00	45.00*
Seattle	----	62.50*

*Summer tourist season limit, round trip, good to Oct. 31.

For further information consult local passenger agents.

FCC Defers Marmola

ACTION on several petitions pending before the FCC in connection with the citations of 21 stations which have broadcast the Marmola anti-fat programs, was deferred by the Broadcast Division of the FCC June 11 for another week. The petitions asked that the FCC act on pending applications for changes in facilities without prejudice to the action it may take following the hearings on the renewal applications set for next October. Among them are those of WJR, Detroit, to increase its power to 50,000 watts, and one of WJJD, Chicago, for increased facilities.

NAB Group Votes Agency Recognition Plan

By BRUCE ROBERTSON

Retailers' Use of Radio and Audience Surveys Prominent In Discussions at Chicago Convention of the AFA

CONVENTIONEERS—At the AFA session were (left to right) Chester H. Lang, AFA president and manager of publicity, General Electric Co.; Albert D. Lasker, president, Lord & Thomas; Edgar Kobak, vice president NBC, and AFA chairman. Lang and Kobak were reelected.

THE LONG-AWAITED plan to set up a bureau of agency recognition and credit information within the broadcasting industry was adopted by the commercial section of the NAB in executive session June 11 in Chicago while meeting in conjunction with the annual convention of the Advertising Federation of America. This plan will be submitted to the NAB convention next month, with the recommendation of the committee that such a bureau be set up without delay and that its control be exclusively in the broadcasting industry.

A committee consisting of J. O. Maland, WHO, Des Moines, chairman; I. R. Lounsberry, WGR-WKBW, Buffalo, and John Elmer, WCBM, Baltimore, was appointed to draw up amendments for the NAB Code of Ethics, which will be reported first to the commercial committee preceding the business session of the NAB and then to the convention for action.

Preliminary Inquiry

A REPORT on the progress of the committee on audit bureau plans was read by Arthur Church, KMBC, Kansas City, chairman, who said that he expected the committee to have a plan completed before next month for a temporary organization to make a preliminary planning investigation and that it was hoped this organization would include representatives from advertisers and agencies as well as from the broadcasters themselves.

The following delegation represented the NAB at the annual business section of the AFA June 12: Arthur Church, KMBC, delegate at large; A. J. McCosker, WOR; J. L. Maland, WHO; Edgar Kobak, WEAF; Don Thornbaugh, WBBM; John Shepard, 3rd, WNAC; H. K. Carpenter, WHK; Edgar Bill, WMBD; Fred Palmer, WNBS; John Henry, KOIL; Don Davis, WHB; Lou Weiss, WJR; John Gillin, WOW; Ray C. Jenkins, KSD; Martin Campbell, WFAA; Hugh Halff, WOAI.

Because the broadcasters annual convention is less than a month away, little attempt was made to push through any important business measures at these meetings of the commercial section, which were kept largely educational. Each session was attended by more than 100 broadcasters, advertisers and agency executives.

A new method of convention procedure was tried out at this year's sessions. At each of the two meetings a single topic was discussed in round-table fashion by a group of men chosen to represent all sides of the question, replacing the customary program of addresses by individual speakers.

Mr. Church, chairman of the NAB commercial section, opened Monday's meeting by commenting on the growth of the radio departmental since the broadcasters began to get together with the advertisers at these annual sessions. He turned the meeting over the H. K. Carpenter, WHK, Cleveland, chairman of the discussion of "Retail Broadcast Advertising".

Retailer's Volume

THE LAST-NAMED, Dr. Herman S. Hettinger, director of research for the NAB, started the discussion by stating that in 1934 retailers spent approximately $7,000,000 for advertising by radio, about 44% of all expenditures for local broadcasting, 25% of non-network broadcasting, and 10% of all broadcasting. The first quarter of 1935 shows an increase of 48% over the same period last year, Dr. Hettinger said.

A merchandise breakdown shows 40% of the retail broadcasting done by the clothing and apparel group. Department stores are second, with 20%. Home furnishings account for 10 to 15% and automobiles 8%. The remaining fraction is divided among some 200 classes of goods.

Fifty per cent of retail programs were announcements; 37% studio programs; 7% records; and 5% transcriptions. For department stores these figures are slightly different: 47% announcements, 44% studio programs, only 3% records, and 6% transcriptions, Dr. Hettinger reported.

In answer to the question "Is retail broadcasting principally an institutional advertising medium or does it possess value as a direct sales force?" Kenneth Taylor, vice-president and merchandising manager, John Taylor Dry Goods Co., Kansas City, replied that the experience of his company proved conclusively that radio does sell goods.

Marvin Oreck, vice-president, Oreck's Inc., Duluth, said that even the most optimistic person has no conception of radio's true value as an advertising medium for the retailer. It is important for both institutional advertising and direct selling, he stated, the decision depending on the store's immediate problem.

Alfred J. McCosker, WOR, Newark, said that for six years the original owners of this station confined themselves to the simple announcement that "WOR is owned by L. Bamberger & Co., one of America's great stores, located in Newark, N. J." It was only after other department stores began to use radio for direct advertising that Bamberger's did so too.

George Bijur, CBS director of sales promotion, reported that during his years in the publicity departments of Macy's and Bamberger he had ample opportunity to make rather accurate comparisons of the costs of radio with other media. Costs of radio specials averaged 6% of sales, he stated, as compared with newspaper costs of 10%. It is sometimes hard to draw the line between institutional and direct selling, he said, citing Filene's pre-Easter series of broadcasts on colors in clothes and accessories as an example of a radio campaign that was always institutional in tone but that created a vast volume of business.

To the next question "Is radio's specific value the same for all types of retail outlets?" Dade B. Epstein, head of the Chicago advertising agency of that name, replied emphatically: "Yes. Radio is so flexible that it meets the needs of all equally." Contradicted by John Henry, KOIL, Omaha, who said that some retailers can use radio to much better advantage than others, Mr. Epstein retorted that the general run of retailers are becoming more radio-minded to the profit of all.

Mr. Shepard's Views

DISCUSSING what the broadcaster can do to sell his medium more effectively to retailers, John Sheperd 3d, Yankee Network, advised salesmen in dealing with large stores to spend more time selling radio and what it can do to the buyers of individual departments, who don't like to see their appropriations diverted from newspapers, which they know, to radio which they don't.

The time of a big sale, when a retailer expects to do a large part of his year's business in a week or ten days, is an ideal time to get him to try radio, Mr. Bijur said. And once he has tried radio it is comparatively easy to keep him on the air.

Where the store that hasn't tried radio has a children's section, the juvenile appeal is a good starting place, Mr. McCosker said. Children are more enthusiastic than adults and are more apt to advertise the store if they are pleased with what they get there.

Mr. Oreck confessed that he had been sceptical about radio until persuaded to go on the air with an item which had sold well when advertised in the newspapers, and to compare costs. Mr. Epstein said that many retailers depended largely on illustrations to tell their story and could not see how radio could do the job. He advised salesmen to prepare sample continuities for such prospects, who would be sold if the continuities were good enough.

Not more knowledge of radio, but better dissemination of the knowledge we already have, is radio's greatest need, said Dr. Hettinger. We know enough about radio to sell retailers, he added, but we don't know enough about retailing to convince them that radio can do a job for them.

Helping the Retailer

HOW CAN the broadcaster best serve the retailer in assisting him to use radio effectively? Mr. Shepard said by selling the store on the value of merchandising its programs to both its own salespeople and the public would help most in making its radio advertising successful. (During the general discussion that followed the panel, Herb Sherman, sales manager of WJJD, Chicago, illustrated this by describing a costly radio failure, the campaign of the Wieboldt Stores in Chicago. After being approved by every major executive in the Wieboldt organization as just what they needed, this campaign flopped dismally because the items advertised on the air were not tied up with the broadcasts at the point of sale.)

To illustrate how much merchandising a specific period will stand, Mr. Taylor played records of three broadcasts put on by his

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ASCAP Efforts at Delay Fail And Federal Court Starts Trial

Motion of ASCAP to Remove Publishers and Others From Case Is Taken Under Advisement

WITH PRELIMINARY moves by ASCAP to force a postponement until fall proving futile, the anti-trust suit of the Department of Justice against that combine charging it with price-fixing in violation of the Sherman Act got under way June 11 before Federal Judge Henry W. Goddard, in the Federal District Court for Southern New York. The trial, expected to last several weeks, is regarded as a show-down on the copyright issue and the status of ASCAP.

Arrayed against each other in the suit were Andrew W. Bennett, special assistant to the attorney general, with a corps of a half-dozen assistants, and Nathan Burkan, chief counsel of ASCAP, flanked by a number of prominent lawyers. After Mr. Burkan had moved for postponement until October when the case was called June 10, Judge Goddard deferred action until word could be received from the Department of Justice. It preferred not to accede and the trial proceeded the following day, as scheduled. Judge Goddard is slated to transfer to the motions bench July 1 and indicated that he might not be able to sit after that date.

Limiting the Issue

UPON opening of the trial itself June 11, Mr. Burkan proposed that music publishers and others, except ASCAP, be severed from the case and that the issue be limited to that of pooling of copyrights by ASCAP. The court took the motion under advisement.

Assisting Mr. Bennett were Mac Asbill, Mastin G. White, Harold F. Collins, and Richard L. Bird Jr., of the Department of Justice, and Joseph Klein, investigator of the Federal Trade Commission. Mr. Burkan was assisted by Thomas D. Thacher, former solicitor general, and Arthur Schwartz, his law associate. Abraham S. Gilbert was present as counsel for the Music Publishers Protective Association.

Some 50 witnesses, including a score of broadcasters, hotel men and motion picture exhibitors, have been subpoenaed by the government as witnesses. Star witnesses for the government were expected to be Philip G. Loucks, NAB managing director, and Joseph C. Hostetler, of Cleveland, NAB copyright counsel.

In opening the trial Mr. Burkan traced the efforts of authors and composers to protect themselves against what he termed piracy. He said ASCAP was formed in 1914 when cabarets and revues were springing up all over the country and something had to be done to prevent the constant piracy of music. He admitted that ASCAP had received an adverse decision in the first case it took to court, but declared that a victory was won in 1917 before the United States Supreme Court. This case involved the music in "Sweetheart" by Victor Herbert.

In opening the case for the government, Mr. Bennett contended that the present system being enforced by ASCAP was in restraint of interstate commerce and amounted to price-fixing. He said that the present contracts should be voided as monopolistic. ASCAP, he continued, should be forced to compete just like any business engaged in interstate commerce. In other words, let supply and demand take its course.

In rebuttal Messrs. Burkan and Thacher claimed that the broadcasting of music on the radio does not come under the head of interstate commerce.

Copeland Measure Delayed in House

Crowded Committee Calendar Prevents Immediate Action

THE FATE of the Copeland Bill (S. 5) to regulate the sale and advertising of food, drugs. devices and cosmetics was in doubt in the House because of the heavy legislative calendar not only before the House itself but also before the Committee on Interstate and Foreign Commerce, which first must consider the measure. After a two-year battle in which it had been emasculated almost beyond recognition, the measure was passed May 28 by the Senate without a record vote.

The committee. of which Rep. Sam Rayburn (D.) of Texas is chairman, has before it the important Wheeler-Rayburn Bill on utility holding companies and will consider no other matters until it is disposed of. Also pending are several I. C. C. measures on which hearings have been scheduled. It was indicated at the committee that two or three weeks may elapse before it has opportunity to even consider the food and drugs measure. Hearings are considered likely in advance of final action by the Committee.

Thus far there has been no indication of serious opposition to the measure in the form in which it passed the Senate. The major problem, at this writing, seems to be whether there will be time enough during the remainder of the current session to give it the consideration committee members believe it deserves. There have been few protests from industries affected against the measure as it passed the Senate, since the majority of the amendments sought by radio, publishing, maufacturing and proprietary interests were accepted.

Tests for Wave Set

AFFILIATED PRODUCTS Inc., Chicago, on June 1 started a series of quarter-hour transcription programs on WGN, Chicago, as a test campaign for Jo-Cur Wave Set. The contract is for an indefinite period, with Blackett-Sample-Hummert Inc., the agency.

Republicans Start Plans For Wide Use of Radio During 1936 Campaign

Mr. Sabin

FIRST of the major political parties to begin laying its radio plans for the 1936 national campaign is the Republican Party, whose national chairman, Henry P. Fletcher, announced in Washington June 6 that Thomas Goggan Sabin has been appointed radio director of the Republican National Committee with headquarters in Washington.

Mr. Sabin on June 15 leaves the sales managership of WBZ-WBZA, Boston-Springfield, to take up his new post. For the last seven years he has been with NBC, having recently been transferred from New York to Boston. He is a native of Dallas, a graduate of the University of Pennsylvania and a war veteran.

Democrats have not yet made their radio plans, though it is probable that Herbert Pettey, now secretary of the FCC, will be reappointed to the radio directorship of the National Committee which he held during the 1932. If appointed, Mr. Pettey will necessarily relinquish his present FCC post.

Plans Are Revised For NAB Session

Few Speeches, Much Discussion, Fill Feature July Meeting

ELABORATE plans for the 13th annual convention of the NAB in Colorado Springs July 6-10, which included a large number of speakers, have been thrown into the discard largely because of the importance of the copyright question and because of the desire for full discussion of a number of other matters on the agenda, Philip G. Loucks, NAB managing director, announced June 8, following a conference with Edwin M. Spence, of WBAL, Baltimore, general chairman of the convention committee.

The business sessions will open at 9:30 a. m. Monday, July 8, following observance of Denver Day on July 6 and the playing of the annual golf tournament for the BROADCASTING Magazine trophy on Sunday, July 7. At the opening session, President J. Truman Ward, Managing Director Loucks, and other officers will deliver their reports. Then the principal address will be delivered by Anning S. Prall, chairman of the FCC, with his subject the FCC campaign against medical and other proprograms that are regarded as offensive to good taste.

Topics for Discussion

IMMEDIATELY following Mr. Prall's address the subject will be thrown open for discussion, and indications are that it will be heated. At an afternoon session further reports will be given by committee chairmen. This is the only afternoon session scheduled, though others may be necessary.

Fireworks on the copyright question will open at the session on Tuesday, July 9, beginning at 9:30, with the reports of Chairman Alfred J. McCosker, WOR, Newark, of the Copyright Committee; Managing Director Loucks; Treasurer Isaac D. Levy, WCAU, Philadelphia, and Joseph C. Hostetler, of Cleveland, NAB copyright counsel. There will be no limit on the discussion.

Other speakers tentatively listed include Andrew W. Cruse, chief of the Electrical Division of the Department of Commerce, now in Europe surveying television, who will speak on that subject; Dr. John W. Studebaker, head of the U. S. Office of Education, and chairman of the cooperative educational committee to be named by the FCC to work out plans for more effective use of radio for edutional and cultural purposes, and A. E. Bennett, Australian broadcaster now in the United States to study radio here.

At the Wednesday morning session there will be the election of officers. The posts to be filled include the presidency, first and second vice presidencies, treasurer and six directors. Following the elections and consideration of resolutions, as well as other business the convention will adjourn, and the new board will convene immediately. Its first task will be to consider the resignation of Mr. Loucks as managing director and to name his successor.

Retirement of Loucks

MR. LOUCKS announced last month his intention of resigning to return to private practice of law. He is being widely endorsed for the post of special counsel of the NAB to handle particular legal problems and matters of policies. James W. Baldwin, assistant managing director, former secretary of the Radio Commission, and until the fall of NRA last month, executive officer of the code authority, is seen as Mr. Loucks' successor as managing director.

Invited to attend the sessions, among others, have been John A. Benson, president, and Frederic C. Gamble, president and executive secretary, respectively, of the American Association of Advertising Agencies, and Stuart Peabody, the Borden Co., and Paul B. West, chairman of the board and managing director, respectively, of the Association of National Advertisers. They are expected to participate in the discussion relative to the NAB-espoused project for the creation of an cooperative bureau to authenticate station coverage and listener data. Herbert L. Pettey, FCC secretary, also has been invited to attend the sessions.

During the course of the convention it is expected that the separate projects for formation of trade organizations affiliated with the NAB by newspaper-owned stations and by purely local stations will be raised on the floor. There is considerable opposition to both, on the ground that creation of such organizations would weaken the united front heretofore presented by the industry and seriously endanger the future of NAB.

BROADCASTS of Los Angeles baseball games have been stopped on KFWB, team officials deciding that airing of local contests decreased attendance.

Niagara Hudson Finds Radio Its Best Medium

By CHARLES A. TATTERSALL*

Secretary, Niagara Hudson Power Corp., New York

Advertising Cost Only a Tenth as Much as Other Methods; Suggests General Use of Its Spots by Power Companies

WHETHER it's peanuts or motor cars or advertising, it's the cost that counts—measured by results, of course. And that's why Niagara Hudson is a big radio user—because it gets best results for the least money. In fact, this power company reaches a thousand radio sets, actually tuned to its program, for $3.46. In what it considers the cheapest printed media, the *Saturday Evening Post*, the cost per "seen" advertisement is $14 per thousand, and the cost per "read" message is $52.50.

WHEN any advertising proposal is made—whether it be a newspaper campaign, printed literature, radio, motion picture—my first question is "How does it fit into our general plan? What does it accomplish that isn't already being accomplished by some advertising medium which we are now using?"

The radio program of the Niagara Hudson System Companies evolved from just that kind of approach—not on my part alone, of course, but on the part of the entire Niagara Hudson management. It is by no means our first venture into radio. Many years ago we concluded that radio, with its drama, its glamour and its tremendous following — particularly its following in homes where little reading is being done—offered us an advertising medium which was well worthwhile. At the same time, we recognized the practical difficulties which confronted us: The comparatively small number of stations which we could use even when covering the entire system territory, and the resultant high cost of talent.

Pleasing Everyone

MOREOVER, as experienced utility men, we will admit that any utility venture into radio must be even more carefully considered than the typical commercial radio show. First of all, it is difficult to secure a program which will strike a popular response and still appeal to the executives of our industry. Men who reach the top in business have a background of taste and culture which frequently causes them to dislike what might be called a "popular" program. Added to this difficulty is the fact that for several years our business has been so consistently harassed that utility officials are sensitive—are peculiarly susceptible even to the mildest kind of criticism.

When we first considered radio, we recognized all these handicaps. But at that time, through a fortunate coincidence, we were able to buy a split network consisting of WEAF, New York; WGY, Schenectady; WSYR, Syracuse, and WBEN, Buffalo. Although this network gave us a large extra circulation outside our territory it did blanket the 550,000 homes which we serve. With this distribution we hired the best available orchestra and put on half an hour of music in conjunction with short dramatic sketches reenacting notable historic events in New York State. The popular response to this program was gratifying. Like other radio programs of punch, however, it aroused criticism within our organization, and, I am frank to say, was difficult to keep sold there. At about the time when economic conditions were such as to compel curtailments all along the line, the split network became unavailable too. For these compelling reasons, among others, it was decided to discontinue this program.

During the time of the broadcast, and for months after the program was taken off, Niagara Hudson received many communications. Christmas cards, letters from hospitalized veterans, from little children and elderly grandmothers, the typed letters of the business man and the penciled cards from remote hamlets—there was evidence aplenty that Niagara Hudson had gained many friends. We fully realized that this good-will eventually would result in increased sales of electricity, and that at some later time we should again go on the air.

Sometime afterwards the use of radio was again considered. We then felt that it would be impractical to put on any radio program which did not compare favorably with that which we had formerly used. More, we were equally sure that we should put on no program which smacked of large and reckless expenditures.

Thus, from the management viewpoint, we were left with the realization that, while radio as an advertising medium had distinct advantages for us, we had no practical plan by which to seize upon those advantages. Naturally we wanted one program throughout our territory and certainly it was not practical to move talent from one local station to the other.

That was our situation in radio at about June 1, 1932.

Boss of the House

DURING this early period, however, we had become increasingly conscious of the importance of the housewife as a factor in public relations as well as in the sale of electric appliances and in the greater use of electricity.

This strengthened impression had a direct bearing on the belief, long held in the Niagara Hudson System, that the best way to sustain good public relations is to demonstrate to your customers that electric service is dependable and to explain to them its exceedingly low cost. The typical utility company is not equipped to answer the frequent and biased attacks that come as headline news to the press or as "big name" broadcasts over radio channels. We cannot ask the public to read reams of argument. But we can say over and over again, with complete truth and as convincingly as possible: "Your electricity costs you less today than ever before. It is the biggest bargain you buy . . . the biggest penny's worth in America." Our Customer's Service Departments have found such statements effective time after time and have demonstrated that the average citizen is reasonable about his electric bill.

MR. TATTERSALL

More and more, as we studied the situation, we became convinced that the opinion of the woman of the house was far more significant than that of the man. Although in many instances the man does make out the check or provide the money to pay for the electric bill, in few cases does he know what that service covers. If the wife tells him that the bill is high, then to him it *is* high, and he is hard to convince otherwise. If his wife feels that the bill is reasonable for the service used, then he is most likely to agree.

Used Morning Hours

WITH that situation in mind, we become more and more interested in the morning radio field. Morning broadcasts reach an exclusive audience of women, and those who do their own work—thus having less time to read—are more likely to have a radio turned on during the morning hours. Furthermore, as you know, all the programs are directed at the homes and at the women. There are no Paul Whitemans, Ed Wynns or other entertainment utilized during the morning hours which is prohibitive in talent cost. Thus, with morning radio time our problem of the high talent cost of evening broadcasting was automatically overcome.

We had decided on the audience to whom we would appeal; we had learned that the most appropriate program time to reach this particular audience was also the most inexpensive as to competitive talent cost; we had left but one problem: How were we going to cover our territory without the tremendous waste coverage of a complete network. Remember that the split network was no longer available. Radio transcriptions were suggested as logical, and as quickly condemned as smacking of "canned" or phonographic material. However, we went to see and hear.

Turned to Transcriptions

WHEN we became thoroughly acquainted with the transportation program we turned our early condemnation about with the realization that what was our necessity was also our very good fortune. The best talent recorded under the ideal technical conditions to a fidelity that defies detection—that is the modern radio transcription. The transcription record can be played over different stations at varying hours as may best suit local requirements; it can be prepared in advance and so lends itself to a well designed and balanced program series; the entertainment and message, once recorded, remains letter perfect and there arises no possibility of a wrong note or other accidents. We found that it enabled the use of the best talent at a reasonably low unit cost. Thus it was that the Niagara Hudson System Companies decided to use radio transcriptions.

Selecting Talent

AFTER a great deal of consideration, and after two or three preliminary auditions before our principal operating men, we selected Little Jack Little and his orchestra to carry the entertainment of

(Continued on page 44)

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*Address before public utilities advertising association meeting at AFA convention in Chicago June 11.

Industry Praised By FTC Official For Cooperation

Adams Says Stations Displayed Courage in Spurning Accounts

DESPITE the recognized fact that it took courage to reject advertising "with checks pinned to the copy", broadcasters have cooperated "100 per cent" in the Federal Trade Commission campaign to eliminate false and misleading advertising from the air, E. J. Adams, chairman of the special board of investigation of the Federal Trade Commission, declared June 11. He addressed the meeting of the NAB commercial section held in Chicago in conjunction with the annual convention of the Advertising Federation of America.

In an enlightening talk on the functions of the Trade Commission in advertising control, Mr. Adams alluded particularly to the procedure adopted a year ago by the Commission under which it refers commercial continuities of stations, networks and transcription companies. Leading up to this discussion, he pointed out that several years ago far-sighted publishers entered into an accord to reject copy that would offend or deceive readers. But he pointed out that a large number of publishers do not belong to the associations that agreed to this procedure, and are not bound by any rules.

"That is why some Government agency must be empowered and directed to make those who cannot be controlled by association methods, conform to proper methods of competition," he said.

On the Spot

AS THE MORE reputable publishers rejected advertising copy on questionable products, Mr. Adams continued, many of these advertisers turned to radio. Stations needed the revenue, and the majority were not familiar with the efforts of reputable publishers. The result, he added, was that "much very bad advertising has gone out over the air, and the time has come for the radio industry to clean house." Mr. Adams continued:

"The radio industry was new. Stations could not pay talent to entertain their public. Sponsors were necessary to pay the bills. Advertising appeared to be essential to secure revenue to meet the payrolls. Stockholders wanted dividends. Station managers were on the spot. It took courage to reject advertising with checks pinned to the copy.

"It was a hard place for managers of stations. If they secured the income from bad advertisers, they faced the loss of listener confidence which, in turn, would destroy their stations as advertising mediums. If they rejected the copy and the checks, it might mean suspension for want of operating money.

"The Commission can help materially to assist managers of radio stations in rejecting bad advertising copy. They can serve advertisers by compelling a revision of the advertising copy before broadcast.

MR. ADAMS

"With the desire in mind of helping the radio industry, preserve the confidence of the public, and conserve the value of their facilities as advertising mediums, the Federal Trade Commission, last year, initiated a procedure to restrain advertisers over the radio from misrepresenting the goods offered for sale, or in any other manner deceiving and misleading the buying public.

Procedure of FTC

"IT IS to the everlasting credit of the radio industry that it has cooperated with the Commission 100%.

"The first call for copies of commercial continuities sent out by the Commission, brought responses and copies from every station in the United States. This was an astounding response, and it has been very helpful to the Commission, and we hope the procedure of the Commission has been helpful to the radio industry."

In the course of his remarks, Mr. Adams explained in detail the procedure followed by the FTC in its handling of advertisements. The same procedure applies in cases of periodicals and radio. He emphasized that the FTC uses the "restraint" method rather than punitive action. For example he pointed out that under new procedure about 90 per cent of its cases are handled by stipulation of the parties involved in which they agree to end the objectionable practices. The object, he said, is to prevent unfair methods in the future, and experience teaches that this can be accomplished by stipulation even more effectively than by the more drastic "cease and desist" order.

Listener confidence was characterized by Mr. Adams as essential. If many stations expect to survive, he declared, they must respect, promote and protect listener confidence. Programs must be clean, and the representations by advertisers must be reliable and truthful.

"Those stations that permit worthless products to be advertised, or good products misrepresented over the air from their station, will not long endure, and those stations that protect the public from offensive programs, and false advertising, will find their facilities in demand by reputable advertisers. Reputable concerns, and truthful advertisers will not remain in the company of advertisers that resort to misrepresentation, or sell fake remedies and worthless articles."

Requests for Advice

MR. ADAMS pointed out that the FTC and its special board lately have received many station requests for advice and information concerning certain advertisers and their products. This deluge doubtlessly was brought about by the FCC campaign for elimination of questionable medical and other advertising, first disclosed in the April 1 issue of BROADCASTING.

On this score, he said: "It is with regret that the Commission, in many cases cannot give the information requested even though it may have it in hand. It is the fixed policy of the Commission to treat all proceedings confidential prior to the acceptance of a stipulation, or the issuance of a complaint. After that, proceedings are for the public record.

"The Commission is pleased to give radio managers all the information possible, but it cannot disclose information secured during the preliminary stages of investigation, and it cannot pre-judge a case in advance of giving the advertiser and opportunity to be heard in justification of his claims. All the information is available to anyone who may request it, after stipulation has been accepted and approved, or complaint issued."

Analyzing the entire advertising industry, Mr. Adams declared there are about 20,000 periodicals published in the country, and approximately 600 stations in operation. Approximately one billion dollars per year is spent for advertising —money which is necessary for the survival of many periodicals and stations.

"The temptation is always present to overlook exaggerations that may mislead the buying public and to that extent, destroy the confidence of the reading and listening public in representations made in advertising." He summed up with the observation that unless truth in advertising copy is demanded by publishers and radio stations, "the public will not long respond to advertising appeals and this source of revenue for publishers and radio stations will come to an end."

NAMING THE BABY

Audience Submits Thousands Of Suggestions to KGFF

HIGHER and higher grew the mail pile as the audience of KGFF, Shawnee, Okla., following the *Lloyd and Thelma* announcement that their new baby was to be named by listeners. The program, biggest account on the station, and sponsored by Shawnee Milling Co. (Climax flour), was continued during the confinement period by means of special recordings.

Lloyd plays a guitar, accompanied by his wife, Thelma, presenting semi-religious music and song. The baby was born April 28, a girl, and mail reached avalanche proportions when the sponsor and station announced that the audience would be invited to submit names.

Gilson Gray Given CBS Policy Post

Will Administer New Ruling On Commercial Programs

Mr. Gray

GILSON GRAY, formerly head of the radio department of D'Arcy Adv. Co. Inc., St. Louis, is administering the new advertising policies of CBS following his appointment May 31 as CBS commercial editor. It is his job to carry out the CBS limitations on length of commercial announcements, edit such announcements to prevent discussions of unpleasant subjects, and apply new standards of fitness to sponsored programs for children.

Mr. Gray was graduated from Princeton with the class of 1920, employed in the editorial departments of the *New York Herald-Tribune* and *New York Times*, and was with Batten, Barton, Durstine & Osborn Inc., before joining the D'Arcy agency.

"Administration of these policies involves an undertaking entirely new in broadcasting in the United States," said William S. Paley, CBS president, in announcing the appointment. "It will be Mr. Gray's work to render our policies completely effective, and to give advertisers all possible assistance in the making of any program readjustments which are thereby required. New standards are being applied even with respect to those types of advertising which are to cease entirely with the expiration of present commitments."

New Job for Taylor

HOWARD TAYLOR, who from August, 1934, until May this year had the title of commercial editor which is now assumed by Gray, remains in a responsible capacity. He has an extensive background of work in advertising agencies and in the advertising departments of national advertisers.

Miss Nancy Lane, daughter of the former Secretary of the Interior and herself an ex-member of the New Mexico State Legislature, completes the division. She has been with CBS for about a year, in the commercial program division, and is now concentrating on children's programs.

Announcement of the advisory board and child psychology expert who will be named to assist CBS in building shows for juveniles is expected to be made early in July.

Sterling Products Inc., marketing of California Syrup of Figs, was undecided at the time BROADCASTING went to press on the continuation of its advertising with the *Dick Tracy* scripts four times a week. It has the privilege of renewing as long as there is any other laxative account on CBS, up to the last expiration date, which is next February. Stack-Goble Adv. Agency, New York, has the account.

Ex-Lax Co. (Joseph Katz Agency) will terminate the run of *The Big Show* on June 24 and Castoria has also cancelled the balance of its CBS contract.

Sponsored News Programs Spreading

Both NBC and CBS Negotiating With Press Associations; United Press Signs 'Richfield Reporter' Direct

WHILE actual signing of contracts is proceeding slowly, a large number of stations are now studying offers by three press associations of their news services available for sponsorship, with the likelihood that a majority of stations will be broadcasting such news on regular schedule when the new season gets under way this fall.

Foremost in the current deliberations are those of the networks with both United Press and International News Service for acquisition of their reports for owned and operated stations only. While the networks themselves will adhere to the Press-Radio agreement and broadcast only the sustaining reports prepared by the Press-Radio bureaus, they are also interested in contracting for the news services available for sponsorship over their owned and operated stations.

Another move made by U. P. is the sale of its service to the Richfield Oil Co., through the H. C. Bernsten Agency, Los Angeles, for use in its *Richfield Reporter* program over the NBC Pacific coast chain. The program, broadcast nightly from 10 to 10:15, PST, began with the U. P. report on June 9, after being on the air many months as a "news behind the news" feature. The program is keyed from KFI and broadcast over KFSD, KPO, KGW, KOMO and KHQ.

NBC's negotiations, it is understood, relate to its 14 owned and operated stations while CBS is interested in acquiring the news services for its seven stations, excluding WABC, the key station. The conversations with U. P. in the case of both networks are understood to have reached the point where contracts can be signed. U. P. has indicated that it desires WABC to be included and, so far as known, no agreement has yet been reached on that score.

Types of Contracts

BROADLY, it is understood that the U. P. contracts are on the basis of approximately one-fourth of the sales price by the stations of sponsored programs utilizing its report, plus certain minimum guarantees and minus the usual agency and frequency discounts. In the case of I. N. S., the price is on a flat rate basis and this service is being sold only in cities where newspaper clients permit clearance.

It may develop that both the U. P. and I. N. S. reports will be purchased for certain of the owned and operated stations. Transradio Press competition in these cities may lead to that arrangement. I. N. S., however, is not available in all of the cities in which there are network operated stations.

NBC owned and operated stations which are being considered for the news services include WEAF and WJZ, New York; WRC and WMAL, Washington; WMAQ and WENR, Chicago; KGO and KPO, San Francisco; WBZ, Boston; WBZA, Springfield; WGY, Schenectady; KDKA, Pittsburgh; WTAM, Cleveland, and KOA, Denver. The CBS stations are WBBM, Chicago; WJSV, Washington; WKRC, Cincinnati; WCCO, Minneapolis; WBT, Charlotte, and KMOX, St. Louis.

Acting for U. P. in the network deliberations are Clem J. Randau, general business manager, and Edwin Moss Williams, general sales manager. Walter E. Moss, sales manager, is handling the I. N. S. negotiations. Frank E. Mason, administrative vice president of NBC, is heading the group of NBC representatives, along with William S. Hedges, manager of operated stations, while Edward Klauber, executive vice president, and Paul White, CBS special events head, are handling the CBS matters.

Augmented Service

THE NEXT move in the $1,000,000 damage suit filed recently by Transradio Press against the three major press associations, the networks and American Newspaper Publishers Association, will not come until June 24 at which time all defendants are due to answer the petition.

Beyond the 21 stations it had announced as signed as of June 1, I. N. S. officials declared there were no additions, as BROADCASTING went to press. Numerous stations, however, are being contacted, it was said.

The list of stations signed by U. P. for its service includes: WEEI, Boston; WCAU, Philadelphia; KJBS, San Francisco; KQW, San Jose, Cal.; WXYZ, Detroit, and the Michigan Network; WNOX, Knoxville; WIS, Columbia, S. C.; WCSC, Charleston, S. C.; WFAA, Dallas; CKLW, Detroit; WSPD, Toledo; WWVA, Wheeling; WHO, Des Moines; KSO, Des Moines; KRNT, Des Moines, and WIBA, Madison, Wis.

Unlike either I. N. S. or Transradio practice, U. P. is placing experienced newsmen, trained specially to write for the air at each point in which it has station clients to edit its report and provide bureau service. Moreover, it was pointed out, these men located on the ground also will handle sectional news of interest to radio clients.

In this fashion, U. P. officials plan to augment their general service not only to stations but to newspaper clients as well. Bureaus are being located at points where U. P. heretofore has not maintained them. Revenues realized from radio clients makes the expansion possible. The service is not being sold on an exclusive basis to stations in the same markets.

Published reports that U. P. is "cutting rates" to stations, notably on the Pacific coast were branded as inaccurate and without foundation. There could be no such practice, it was pointed out, because there have been no established rates for the U. P. service to stations and there has been no rate base from which to deviate.

Instead of the central bureau plan of U. P., I. N. S. is offering to stations three types of service. The main service is the full I. N. S. report delivered by automatic printer, which is the same as that provided metropolitan newspapers. The secondary service is in the nature of a limited report from the bureau nearest the city in which the station is located, supplied for a stipulated number of periods daily, and the third service is in the nature of a "drop copy" or supplementary flash service at regular intervals. The prices are based on physical costs of furnishing the service, plus the market which the station serves. I. N. S. is using its standard form of newspaper contract for stations, adapted to broadcasting.

The form of contract used by U. P. has been specially drafted. While it includes certain of the newspaper provisions, it has been written to cover the phases of operation peculiar to radio. The contract sets out first that the U. P. will furnish its news to the station for use on either sustaining or commercial programs, and that it will be delivered by messenger, telephone or telegraph. News of transcendent importance will be furnished as soon as possible after it is received by U. P.

Insuring Accuracy

PROVISION is made that the U. P. at all times shall have editorial direction of the broadcasts of its report to insure accuracy and to ascertain that the facts used in the broadcasts shall be the same as stated in the news reports.

The contracts cover a stipulated number of broadcasts for the station of a maximum of 15 minutes each, except that news of transcendent importance will be furnished and may be broadcast as received.

One of the standard provisions of the newspaper contract included in the station agreement specifies that the station shall furnish to U. P. without cost all local news and special service from tributary news territory collected by the station and to make no subsequent news service arrangements which will interfere in any way with the fulfillment of the station's obligation under this provision. Conversely, it is specified that the station shall not furnish any portion of the U. P. report or news tips to anyone or to use it in any way except as provided in the agreement. Stations are required to broadcast the U. P. credit-line at the opening and the close of each news broadcast period.

A new provision in the contract reads: "This agreement and all its provisions are subject to the rules and regulations now in force or hereafter adopted by the Federal Communications Commission, and neither party to this agreement shall be liable in damages to the

(*Continued on page 30*)

Yankee Signs Five On News Programs

Other Sponsors Over Network In New England Announced

WITH five clients sponsoring its news dispatches, furnished through International News Service, Yankee Network has just announced clients broadcasting over its facilities.

Sponsors of news dispatches are: E. L. Knowles Co., Springfield, Mass. (Rub-ine liniment) through DeForest Merchandising Bureau, Springfield; Frank Bownes & Co., Lynn, Mass. (Modene paint), through Harry M. Frost Co. Inc., Boston; Waitt & Bond, Newark (Blackstone cigars), through Batten, Barton, Durstine & Osborn Inc., New York; Waitt & Bond (Quincy cigars); Alles & Fisher, Boston (JA & 63 cigars), through Lester B. Hawes, Boston.

Other Yankee sponsors are:

Scott Furriers, Boston, *amateur show*, Sundays, 10-11 p. m., through Aaron Bloom, Boston.

Radio League of the Little Flower, Royal Oak, Mich., *Father Coughlin*, Sundays, midnight-12:30 a. m., through E. W. Hellwig Co., Boston.

Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Club tobacco, Kentucky Winners cigarettes), *baseball games*, through Ruthrauff & Ryan Inc., New York.

ITS Co., Elyria, O. (rubber heels), *participating*, through Carr Liggett Inc., Cleveland.

Spencer Shoe Co., Boston, *Baseball School of the Air*, Mon., Wed., Fri., 5-5:15 p. m., through Chambers & Wiswell Inc., Boston.

V. LaRosa, Brooklyn (macaroni), *daily musical*, 1-1:30 p. m., through Commercial Radio, New York.

Hanley Co., Boston (ale), *quarter*, Mondays, 9-9:15 p. m., through Harold Cabot & Co. Inc., Boston.

Larus Bros., Richmond (Edgeworth tobacco), *Corn Cob Pipe Club*, Mondays, 10:10:30 p. m., through Batten, Barton, Durstine & Osborn, New York.

Kendall Mfg. Co., Boston (Soapine), *Francine & the Soapine Whalers*, Mon., Wed., Fri., 7:30-7:45 p. m., through Dowd & Ostreicher, Boston.

Acme White Lead & Color Works, Detroit (Lin-X, Furn-X), *Merry-go-round*, Thursdays, 7:30-7:45 p. m., through Henri, Hurst & McDonald Inc., Chicago.

Boston Advertiser (newspaper), *transcription*, Saturdays, 6:45-7 p. m., direct.

B & T Society, Brooklyn (religious), Sundays, 10-10:15 a. m., direct.

Holland Butter Co., Boston, *participation*, direct.

New England Ice Dealers Ass'n, Boston, *participation*, direct.

Sands, Taylor & Wood Co., Boston (King Arthur flour, coffee), *participation*, direct.

Durkee-Mower Inc., Lynn, Mass. (Marshmallow Fluff), *participation*, direct.

Chamberlain & Co. Inc., Boston (meat), *participation*, through Charles W. Hoyt Co., Boston.

Silver Dust Discs

GOLD DUST Corp., New York (Silver Dust) has placed a series of 70 one-minute WBS transcriptions on 25 stations. The announcements, dramatized, are broadcast during morning hours to reach housewives, the schedule calling for at least 10 announcements a week on each station for seven weeks. Batten, Barton, Durstine & Osborn Inc., N. Y., is the agency.

How Far Away Is Practical Television?

By MARTIN CODEL

London Demonstration Leads to Belief That Progress Should Be Watched Closely by Broadcast Industry

ALL THIS TALK about television development at home and abroad really has a basis in actual technical achievement. Granted that vision by radio still faces enormous obstacles, which admittedly involve economic problems more than technical, it has already been accomplished to a remarkable extent—at least in the laboratories.

On a vacation trip in England last month I witnessed a demonstration of one of the two visual broadcasting systems which the British Broadcasting Corp. will introduce this year to the London audience.

I returned home with the conviction, which I confess I did not have before, that sight added to sound by radio is not as far away as many of us have been led to believe. Not being a prophet, or the son of a prophet, I shall not venture any prediction as to when it will come as an everyday reality. But come it will, and the broadcasting and advertising worlds will do well to watch its every move—especially now that RCA has promised to bring an initial experimental unit out into the open during the next 12 to 18 months.

It may seem somewhat ironical that I had to go to London to see a television demonstration that so completely altered my judgment—and my enthusiasm—about the practical potentialities of the visual broadcasting art. But television experiments over here, at least those of the major laboratories, have been conducted behind closely guarded doors. Apparently it is the determination of the British and the Germans, particularly the former—who are introducing television publicly this year upon recommendation of a governmental committee of experts who visited the United States and Germany last winter and saw what both of them have—that is accelerating American activity.

GIANT CATHODE—Baird engineer holding what British firm claims is largest cathode ray tube in world. This type of tube is the heart of television system.

We are assured by David Sarnoff, president of RCA, in his May 7 report to stockholders, that America is "further advanced scientifically in this field than any other country in the world" but that "*as a system* of sight transmission and reception, comparable in coverage and service to the present nation-wide system of sound broadcasting, television is *not* here nor around the corner."

Certainly the radio advertising fraternity will agree with Mr. Sarnoff that "because of the technical and commercial problems which the art faces, this system must be built in progressive and evolutionary stages."

It cannot be done otherwise and even the amazing results that I saw in London are going to be brought out in the same way. London is to have two accepted television services, those of Baird Television Ltd. and Electrical Music Industries (a Marconi enterprise popularly known as EMI). These will be tried out on the public first before either or both are extended over the whole of England and the British Isles.

But the significant point is that the British government has authorized an appropriation of $1,000,000 to bring them out *this year*, and that RCA likewise has set aside a $1,000,000 budget for a modern television station in the East and for the manufacture of a certain number of test television receivers, together with research into the necessary studio technique.

Mr. Sarnoff's statement (see May 15 issue of BROADCASTING) sets forth some of the basic problems involved, but it should be noted that he says: "In the sense that the laboratory has supplied us with the means of lifting the curtain of space from scenes and activities at a distance, it may be said that television *is* here."

With that assertion I heartily agree, recalling what I saw in London.

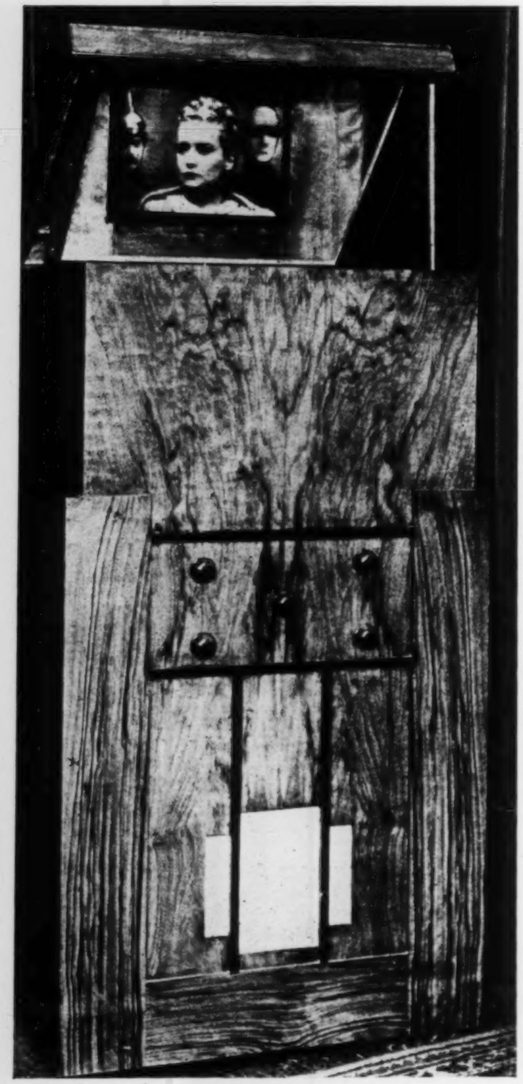
What I saw in London was 240-line television at 25 frames per second—and it was excellent. RCA announces its first demonstrations will consist of 343-line pictures at the rate of 60 per second. The best reported from Germany is 180 lines and from France only 60 lines. Some idea of the relative values may be gleaned from the photographs accompanying this article, though it is unfortunate that none of the 343-line pictures have yet been made public.

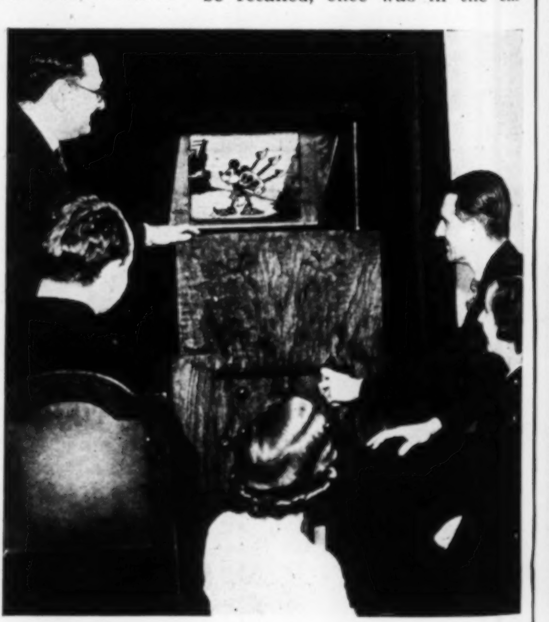
Control of Systems

THE BAIRD system, which I saw demonstrated, it should be explained, is controlled by the Gaumont British film interests. Its American affiliate is Farnsworth Television Ltd., of Philadelphia, which also has announced plans soon to erect its first visual broadcasting unit in that city.

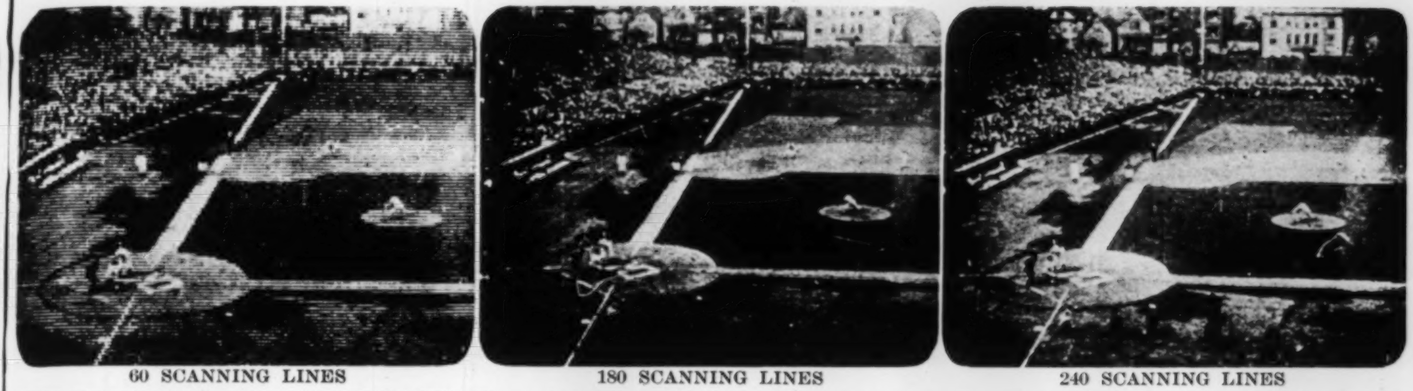
The Electrical Music Industries system, which I was unable to see demonstrated because its apparatus was said to be dismantled at the time, is affiliated with RCA here and presumably has access to all the developments of the American company.

Philco's secretly guarded television experiments are still a subject of conjecture here and the Philco people have maintained their absolute silence on the subject. Philo T. Farnsworth, it will be recalled, once was in the em-





BAIRD SYSTEM—Two examples of what author saw at Crystal Palace. Left, televisor in cabinet to be marketed for $400, with remarkably clear halftone closeup of singing film star on 12 x 9 inch screen. Right, Mickey Mouse film projected on same type of cabinet and same size screen.


60 SCANNING LINES 180 SCANNING LINES 240 SCANNING LINES

THE TELEVISION THAT RCA DISCLOSES—These photographs with line and detail structures equivalent to television images (size of screen not stated) show by comparison the increased clearness resulting from increasing the number of scanning lines. RCA reports laboratory success with 343-line cathode ray images at 60 frames per second. These photographs, RCA states, are not actual television images but are television picture equivalents made to facilitate its study of characteristics.

ploy of Philco on its television laboratory researches.

Baird Television Ltd. occupies an enormous area on one open ground floor in Crystal Palace at the outskirts of London. It was there that Capt. A. G. D. West, Baird's technical director, ran off a special demonstration for me—repeating, except for the necessity of running off the transmissions on laboratory wires rather than over the air, the demonstrations given last December before notables representing the government, the broadcasting industry, the film industry and others.

STUDIO SCENE—One of the Crystal Palace sets being televised by the intermediate film process; film is made in 30 seconds and then transmitted.

The photographs accompanying this article, which I brought back from London, portray without exaggeration what I saw. It must be borne in mind, of course, that all I saw televised were *film subjects transmitted via wires and not through the ether;* direct pickups and radio transmissions involve other practical problems, but the Baird people assert they can do a good direct pickup job and have sent the images out over the air fully as efficiently as over wires. They claim, however, that filmed subjects are easiest to televise.

In a room that did not require darkening, I saw a reel of sound film projected from a cathode ray tube on a mirror that framed the pictures to form a 12x9-inch screen. The beautiful German actress pictured here was shown singing, and her voice was perfectly synchronized. The closeups were splendid, and the larger scenes showing soldiers and singing and dancing girls were easy to follow.

The talking pictures were in black and white and there was no straining of the eyes in following them. Fully as clear, perhaps clearer, was the reel of Mickey Mouse film shown on the same screen, and I was also shown several other snatches of halftone film.

I would say that the pictures were about as good as those any amateur might run off on his home motion picture projector.

Normally, the Baird transmissions are in the 7-meter band, which is called ultra-short wave over in England. Here, of course, the federal authorities have indicated that television must find its place on high frequencies of perhaps fractional meters. This naturally involves many more problems, and it remains to be seen whether these shorter waves, which we call ultra-short, can throw down acceptable signals up to a radius of 30 miles, such as the Baird maps showed that company has accomplished.

When the Mickey Mouse picture was projected for me from the tube on a theater-size screen, the results were far from satisfactory. Even the simple line drawings were dissipated into blurs. Though the action could be followed, it could not hold interest. No such magnification of the half tones was shown to me, and perhaps it was better so. In any case, the demonstration of these enlargements would tend to set at rest the thought that television first will be sent into the theaters rather than the homes.

I was shown two types of receivers. One screened the 12x9-inch picture (note the picture of the girl with this article) and the other projected an 8x6-inch picture. Both were simple but handsome cabinets. Both types of pictures were extremely easy to look at. The first cabinet, I was told, would market for about $400 at the outset, and the second for about $250, with the cost coming down as the demand would warrant mass production.

Being no technician, I have endeavored here to give only a layman's reactions. Baird claims to be able to increase the 240-line pictures up to 500 lines and 50 frames per second, which would improve the pictures still more. The apparatus was not geared for this type of transmission when I saw it, and I was told that the Baird system's first public offerings were to be those actually shown me. The government has also required Baird and EMI to get together on standards, so that one receiver could handle either service when on the air, but I was informed they had not yet done so.

Capt. West also showed me the big cathode ray tube, which he said was the largest ever constructed; the camera room with what he called a 180-line intermediate film scanner; the "telecine" room with a 180-line disc scanner and the 100-to-500-line electron scanner; the camera that "shoots" a scene, develops a film and projects it on the air within a space of only 30 seconds; the 10,000-watt transmitter with modulation amplifier, and the studio sets for "shooting" actual performances and projecting them on the air either directly or via the intermediary of the films that can be developed in 30 seconds.

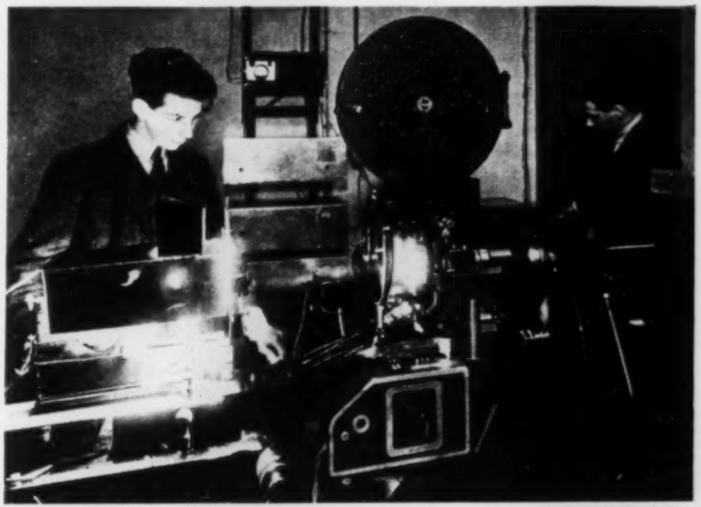
Technical Problems

ALL THIS technical apparatus would require an experienced engineer to describe, and indeed I am told that most broadcast engineers, or even engineers who have had both radio and talking film experience, would need highly specialized training to understand and operate them.

I have been asked if what I saw would persuade me, as a radio fan, to purchase one of the receivers for my home. It would, most decidedly, though I would want some assurance that the receiving apparatus I purchased, especially if the price were as high as $250 or $400, would not be rendered obsolete overnight by some new development or improvement. I would also want assurance that such a set would pick up not only one service but any competitive visual broadcasting service within its reasonable tuning range.

Would I be willing to look at the

(*Continued on page 51*)


TELECINE MACHINE—This is the apparatus used by Baird Television for the radio (or wire) transmission of talking film of 240-line definition.

NBC to Enter Spot Business With Recorded Library Service

Transcriptions Also to Be Offered to Advertisers; 'Thesaurus' Picked as Name for New Venture

Mr. Egner

AFTER two years of intensive planning and preparation NBC has disclosed its definite intention of entering the transcription field with sales efforts to begin July 15 when the service is formally introduced to radio stations.

A program service competitive with that originated by World Broadcasting System already has been devised, and it will enter the recorded program field in competition with WBS and Standard Radio Advertising Co. Inc., of Hollywood, which followed WBS into the recorded library service.

Climaxing its "teaser" advertising campaign published in BROADCASTING, NBC announces in the current issue that the program service will be called "Thesaurus". It means, the advertisement states, "A Treasure House of Recorded Programs". The service itself will be demonstrated and exhibited at the NAB convention in Colorado Springs, July 6-10, at which time the sales campaign to stations will be launched.

Separate Sales Setup

WHILE no formal announcement of the scope of "Thesaurus" is expected until July 1, certain details in connection with NBC's entry into spot broadcasting have been ascertained. Although the program service will form the nucleus of the project it is planned to offer transcriptions for sponsorship direct to advertisers and to enter the custom-made transcription field. This likewise will be competitive with WBS and with others in transcription and spot production.

C. Lloyd Egner, manager of the NBC Transcription Department, is in direct charge of the new operations and is working under Edgar Kobak, NBC vice president in charge of sales. A separate sales department, divorced from Mr. Kobak's network sales organization, will be maintained, it is understood.

As for the program service, the initial plan is to offer to stations a library of approximately 400 units at the outset, including leading musical aggregations and soloists, along with dramatic skits, comedy teams and other diversified program arrangements. These will be designed for local, regional or national sponsorship. The discs will be 33 1/3 r.p.m., it is indicated, with some 40 to 50 additional units added on a monthly basis.

Featured NBC artists will be used in the recorded programs, thus in a measure paralleling the talent used on the NBC networks. For the past month there has been steady activity at the RCA Victor studios in New York, recording these programs in preparation for the release of "Thesaurus". The basic service will cover approximately three hours of air time, with continuities sent to subscribing stations for their use in offering diversified programs.

NBC affiliated stations, it seems evident, will be given first opportunity to subscribe to the service in their own markets. But, so far as known, the service also will be offered to non-NBC outlets and to independents, should the NBC affiliates fail to accept the propositions. Rates are still in the realm of conjecture.

Supplementing this will be the custom-made transcription service, provided for in the plans of the NBC transcription organization.

Announcement has not yet been made of sales and other personnel to be associated with the transcription venture beyond the names of its executives. Mr. Egner's chief assistant is Frank Chase, writer and producer of many popular network shows, now devoting his entire time to the production of the transcriptions. He is assisting Reginald Thomas. Maurice Wetzel, pioneer broadcaster, who has been named Chicago manager, for some time has been in New York conferring with Mr. Egner. He was associated with the Radio Transcription Co. of America and with KYW, and for the last four years has been with the NBC Chicago studios as assistant production manager and supervisor of announcers. He has been in charge of all transcription matters in the Chicago office.

Complete details of the service will be available coincident with the NAB convention, and probably will be published in the July 1 issue of BROADCASTING.

A NEW station at Richmond, Va., to serve the colored community and to have all Negroes on its staff, is sought in an application filed with the FCC by the Century Broadcasting Co., a Virginia corporation, seeking 100 watts on 1370 kc.

BERNIE'S PARODY

Congressman Cites Old Maestro For "Gettysburg" Takeoff

A PROTEST to the FCC over the use by Ben Bernie of a paraphrase of Lincoln's Gettysburg address in his Pabst Blue Ribbon beer program over the NBC-WEAF network on June 4, made by Rep. Culkin (R.), of Oswego, N. Y., was referred by the Broadcast Division of the FCC to its Law Department.

In his letter to Chairman Prall, dated June 6, Rep. Culkin, a dry, said he had "the misfortune" to listen in on the program, which was keyed from Hollywood. "This musical mountebank", said the letter, "paraphrased the Gettysburg address into an appeal to the country to drink a certain brand of beer. He mutilated the address to this end and subjected it to his misplaced and vulgar comedy.

"I realize that you have no power of censorship over these stations, but you do have the right to refuse to issue a license. Cannot this power be exercised in some way so that this shameless performance will not be repeated?"

Tareyton Renews

AMERICAN TOBACCO Co., New York, has renewed its series of dramatic jingles for Herbert Tareyton cigarettes over six stations for another 13 weeks. The transcriptions are heard over WCAU and WFIL, Philadelphia; WCAO and WFBR, Baltimore; WJSV and WOL, Washington. The series is broadcast several times every evening. Jingles are written by the audience and the 15-second recordings last 15 seconds. Jean V. Grombach Inc., New York, produces the discs and Lawrence C. Gumbinner, New York, is the agency.

Fishing Tackle Spots

JAMES HEDDON'S SONS, Dowagiac, Mich., are using 1-minute announcements in an eight-week campaign over stations WTMJ, Milwaukee; WXYZ, Detroit; WFAA, Dallas; WTAM, Cleveland, and KSD, St. Louis, to advertise their fishing tackle. Agency: Rogers & Smith, Chicago.

Two Network Projects Are Said to Be Planned In Pacific Coast Region

By DAVID H. GLICKMAN

PERSISTENT rumors of two new networks for the Pacific Coast, still in the formative stages, have become most insistent within the past fortnight. Radio interests on the Coast are reported planning cooperative operations involving smaller stations in northern and southern California, to be run on a basis somewhat resembling a network. Two small San Francisco bay stations and at least four in the southern California territory, are said to be promoting the idea. Headquarters are to be in San Francisco and Los Angeles.

A network of major proportions for the Pacific Coast, to emerge before the year is out, is also said to be in the making and under the guidance of William Randolph Hearst, who recently acquired KELW, Burbank, Cal., and KEHE, Los Angeles. Mr. Hearst is concentrating his radio efforts in southern California in building up KEHE. From all indications that station will form the basis for the new network since KYA, Voice of the *San Francisco Examiner*, cannot be included in the chain for more than three years because of an agreement made with NBC when Mr. Hearst acquired the station about a year and a half ago. Agreement made at that time was that KYA couldn't be included in a network for five years.

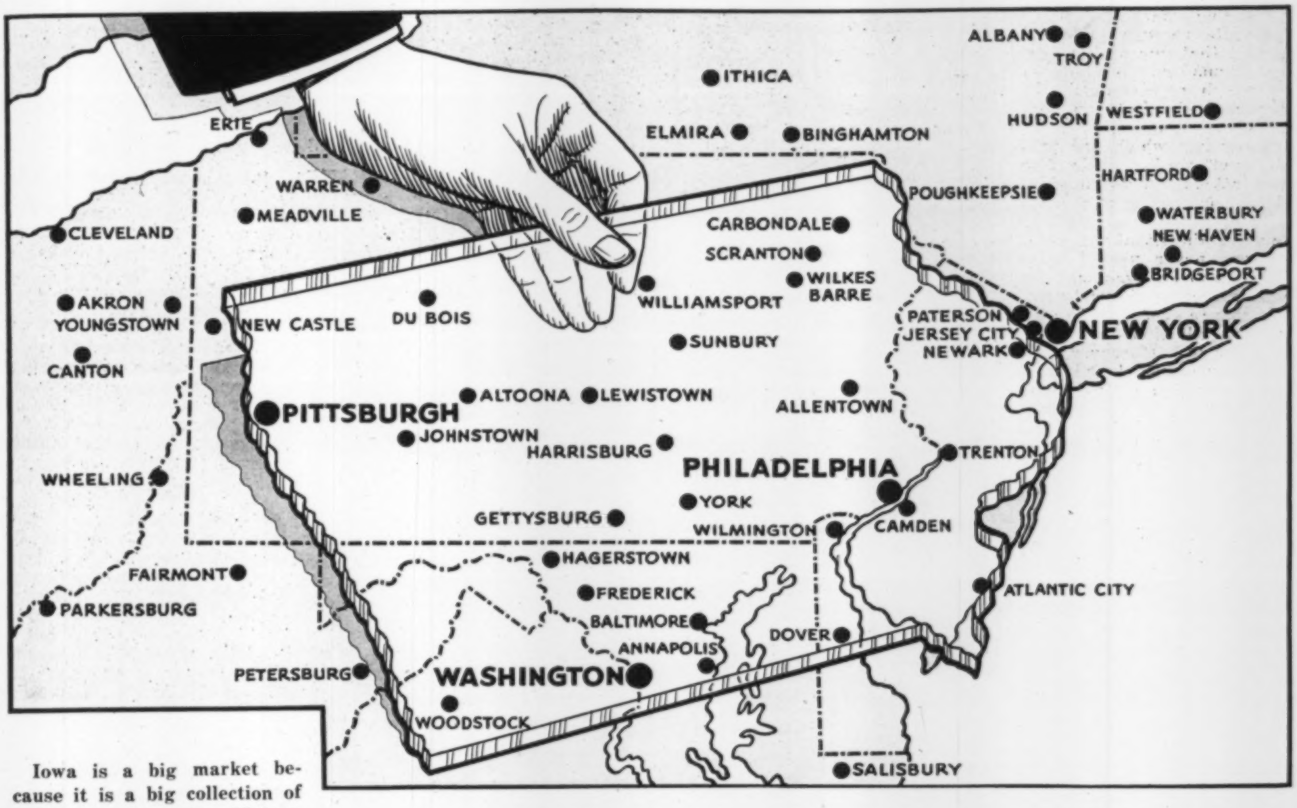
To get a northern California outlet, Mr. Hearst is reported to be negotiating with the Don Lee network for KFRC. The rumor has been circulated in both San Francisco and Los Angeles for some months, with the report being freely discussed in radio circles.

Pillsbury Renews

PILLSBURY FLOUR MILLS Co., Minneapolis, has renewed until June 1937 *Today's Children*, now in its fourth year in the air. It is broadcast five times weekly on an NBC-WJZ network. The script is written by Irna Phillips and Walter Wicker, both of whom perform on the cast.

DISTINGUISHED ADVISORS—Attending the recent annual meeting of the NBC Advisory Council were, left foreground and counting clock-wise, M. H. Aylesworth, president of the NBC, whose report was unanimously approved; Franklin Dunham, acting secretary; Felix M. Warburg, Newton D. Baker, Gen. James G. Harbord, Dr. Walter Damrosch, Dr. Henry Sloane Coffin, Judge Morgan J. O'Brien, Owen D. Young, Miss Ada Comstock, William Green, John W. Davis, Dr. Henry S. Pritchett and Henry M. Robinson. The Council approved NBC's medical and educational program policies.

It takes POWER to cover this area


ALBANY
TROY
ITHICA
HUDSON
WESTFIELD
ERIE
ELMIRA
BINGHAMTON
HARTFORD
WARREN
POUGHKEEPSIE
MEADVILLE
CARBONDALE
WATERBURY
CLEVELAND
NEW HAVEN
SCRANTON
WILKES BARRE
BRIDGEPORT
AKRON
YOUNGSTOWN
NEW CASTLE
DU BOIS
WILLIAMSPORT
PATERSON
JERSEY CITY
NEW YORK
NEWARK
SUNBURY
CANTON
ALTOONA
LEWISTOWN
ALLENTOWN
PITTSBURGH
JOHNSTOWN
HARRISBURG
TRENTON
PHILADELPHIA
WHEELING
YORK
GETTYSBURG
WILMINGTON
CAMDEN
HAGERSTOWN
FAIRMONT
FREDERICK
ATLANTIC CITY
PARKERSBURG
BALTIMORE
DOVER
ANNAPOLIS
PETERSBURG
WASHINGTON
WOODSTOCK
SALISBURY

Iowa is a big market because it is a big collection of smaller markets. Des Moines, home of WHO, is Iowa's largest city, yet it has less than 6% of the state's population (1930 census). Instead of coming through one or two metropolitan centers, Iowa dollars flow to the advertiser through scores of trading centers, spread over the state.

A few of these centers have radio outlets; others have none. Even by using evening time on all of Iowa's smaller stations, you still need WHO to cover the state.

PLANT the Iowa market at New York's front door—and note the size of the area it spreads over. A lot of territory? Sure! Too much, in fact, to cover efficiently with low-powered transmitters. The profitable way to reach this rich Iowa market by radio, is through the *one* station that has the power to tell—and sell — all Iowa at once — Station WHO with 50,000 watts.

CENTRAL BROADCASTING COMPANY

J. O. Maland, Mgr. DES MOINES, IOWA *Phone 3-7147*

National Representatives: FREE & SLEININGFR, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Secret Program Observation Is Traced to FCC Personnel

Orders to Field Staff Issued Without Commission's Knowledge; Broadcast Industry Voices Concern

CONSTERNATION, if not alarm, has been aroused in broadcasting circles and on the FCC itself over the disclosure that inspectors in charge of the score of field offices of the FCC had been instructed in a secret memorandum issued last January to report on programs of "questionable character".

Greatest concern was evidenced over the fact that one of the nine programs items enumerated as those on which report should be made, bordered closely upon censorship. This item, under the heading of "Programs which are prohibited by law", read: "Libelous or slanderous attacks upon individuals, officers or government officials."

It was ascertained that the memorandum was never passed upon by the FCC itself but was sent out by the Engineering Department, which has charge of the field force, following consultation with the Law Department. Moreover, the memorandum was dispatched prior to the FCC campaign against questionable programs, which did not gain full swing until last April after Anning S. Prall had assumed the FCC chairmanship.

Program Detectives

IT WAS FELT that the matter was one of FCC policy rather than one that should devolve upon subordinate divisions. Moreover, it had the effect, it was pointed out, of placing the FCC field supervisors and inspectors in the position of "program detectives" whereas the specified duties, under FCC regulations, are purely in the technical line.

The memorandum (No. 117) was sent to all inspectors in charge of FCC offices on Jan. 3, but was not disclosed until this month. It bore the signature of Dr. C. B. Jolliffe, chief engineer, but, so far as can be learned, was drafted by the Law Department.

Anxiety was felt largely because the memorandum covered controversial matter and did not have FCC endorsement. The fact that there has been much agitation over alleged administration domination of stations, along with charges of program censorship, shows the document in a particularly unfavorable light. Under the law the FCC is specifically precluded from exercising any power of program censorship.

Mr. Prall's Comment

THE ONLY official word forthcoming from the FCC was a statement issued by Chairman Prall on June 10, in which he said he did not consider that the instructions which were issued "in any way tend to restrict free speech or limit the lawful activities of any broadcast station."

"The Commission," he asserted, "has 23 field offices in the United States and Hawaii to assist it in the administration of the radio provisions of the Communications Act of 1934. The men assigned to these offices keep the Commission informed on all phases of radio activity, including broadcasting, in their respective districts. These instructions were concerning one of their routine duties.

The memorandum follows in full text:

> Occasionally this office receives reports from outside sources of questionable programs being broadcast, such as alleged lotteries, medical talks, etc. which should have been observed and reported by the field employees. The personnel in the field should be in close touch with local situations through conversations, newspapers, etc. and anything which might be of interest to the Commission should be reported briefly.
>
> Whenever you observe any irregularity in the program or operation of a broadcast station which may be construed as a possible violation of the law or the rules and regulations of the Commission; or of such a nature as to not be in public interest, such information should be immediately reported to this office for such action as may be considered appropriate. If the Commission desires further detail or action it will be requested.
>
> Such programs may be considered under two headings:
>
> A. Programs which are prohibited by law:
>
> 1. Programs of this character include those containing indecent, profane or obscene language;
> 2. Lotteries, (See Section 316 of the Communications Act for definition);
> 3. Under Section 325 (b) and (c) programs originating from studios in this country and transmitted by a foreign station capable of consistent reception in the United States where no license for maintenance of said studio by any person is held.
>
> B. Programs which appear to be objectionable from a general public interest or public service standpoint: (These involve a matter of opinion by the Inspector, and all cases where the Inspector is in doubt should be reported).
>
> 1. Objectionable quack medical talks;
> 2. Schemes involving possible fraud or fraudulent representations;
> 3. Fortune telling programs;
> 4. Religious programs attacking other faiths, sects or creeds;
> 5. Libelous or slanderous attacks upon individuals, officers or government officials;
> 6. Programs involving too much time spent on the selling or advertising of merchandise;
> 7. Programs not considered to be of good moral content;
> 8. Programs advertising and soliciting business for professional men. (Lawyers, doctors and dentists);
> 9. Any program involving boycotting.
>
> The following individuals have for reasons set forth in decisions of the Commission been refused renewal of license for broadcast stations: Dr. J. R. Brinkley; Norman Baker; Rev. Bob Shuler. If these individuals are presented by any other station you should notify the Commission of the fact and give a brief resume of the program. If any future decisions of the Commission take similar action against other individuals they should be included in the list.
>
> It is realized that you are primarily schooled in the technical engineering phases of radio transmission, but it is believed that you are all likewise familiar in general with radio programs, especially programs from stations in your respective districts, and you might follow the program content a little more closely than has been the practice. If a program is reported which appears not contrary to public interest you will not be held responsible for so reporting it. On the contrary, it is far better that you report a program which comes to your attention and you are in doubt concerning its public service value.
>
> Any reports made under these instructions should be kept strictly confidential and should not be discussed with anyone. A mere rumor that a report has been made concerning a station may cause large financial damage to a station. Most reports probably will not result in action and you are not authorized to take any action other than reporting except on instructions from this office. The matter should not be reported or mentioned to the licensee of the station.
>
> Each office should include in its schedule of work a few hours each week listening to radio programs originating in the inspection district. You may assume that programs distributed by means of a national chain of stations is observed in Washington. Programs of chains which cover a local area only as well as programs of individual stations should be included in your observations. Personal preference in program content should not be used as a guide but rather the general requirement of public interest.

DuMond to Agency

Mr. DuMond

JOE DUMOND, formerly manager of WMT, Waterloo, Ia., when it was operated by Harry Shaw, has been appointed director of radio production of Henri, Hurst & McDonald Inc., Chicago agency. Mr. DuMond for ten years previous to his association with radio was a concert singer and producer of musical and dramatic shows. He is author of more than 300 radio plays, 50 hymns and ballads and a volume of poems.

Hearst Group Sponsors Program on 217 Stations

KING FEATURES SYNDICATE is sponsoring a series of programs in the interest of *Comic Weekly*. The 15-minute transcriptions are built around the *Flash Gordon* comic strip and are broadcast over 217 stations in the United States and Canada and contracts have just been signed to broadcast in Australia.

Another Hearst subsidiary is sponsoring *Front Page Dramas* over 230 stations. These transcriptions usually are based on some story appearing in *American Weekly*, which is being promoted by these programs. *Front Page Dramas* have been on the air for the last three years. All Hearst newspapers carry spotlight advertisements telling where and when to tune in on these programs, which are produced and placed by Langlois and Wentworth, N. Y.

THIRTY stations are now carrying the weekly WBS *News Magazine of the Air* transcriptions being placed by *News Week* Magazine.

Purchase of WMAL Held Up by Court

Forced Sale to Hearst Radio Now Considered Improbable

FORCED sale of WMAL, Washington, to Hearst Radio Inc., because of the alleged negotiation of a contract to that end now is considered improbable as a result of a ruling June 5 by the Supreme Court of the District of Columbia that the heirs of the estate of M. A. Leese could not be compelled to carry out the arrangement. The case still is in litigation, however, with Hearst Radio given the opportunity to file additional briefs. In addition to Hearst Radio, acting in behalf of the *Washington Herald*, both the *Washington Post* and *Washington Star* have bid for the station, now operated under lease by NBC as its Blue Network outlet.

On April 29 Hearst Radio filed in the court a suit to compel performance of a contract allegedly signed on Jan. 12 for the purchase of WMAL for $285,000, aside from leasehold accruals for the next three years which would amount to an additional $106,000. Subsequently, however, counsel for the Leese estate asked dismissal on the ground that the agreement was not valid nor binding, was vague and indefinite, unenforceable under the statutes and prematurely instituted.

Court's Opinion

IN COURT on June 5 Justice Daniel W. O'Donoghue withheld formal dismissal but added that it was his view that filing of additional briefs by Hearst Radio would not change his mind. He said that the agreement, in his opinion, was faulty because the administrators purported to make the Leese Optical Co. a party to the project and attempted to dispose of real estate "they do not own or control."

In the agreement of Jan. 12, the Hearst suit stated, the heirs of M. A. Leese agreed to the sale but arrangements were made for a formal agreement to be substituted. In the answer to the suit it was held that Mrs. Fannie I. Leese, the widow, had not signed the original agreement. The second formal draft had not been signed by any of the heirs.

NBC's five-year lease of WMAL still has three years to run at $36,000 per year. It is understood that NBC did not intend to relinquish its leasehold if the station had been sold.

Baldwin Pro Tem

JAMES W. BALDWIN, who is now liquidating the affairs of the Code Authority for the Broadcasting Industry, due to the demise of NRA insofar as codes are concerned, on June 12 became acting managing director of the NAB, in the absence of Philip G. Loucks, managing director, who went to New York to participate in the Government copyright suit against ASCAP. Mr. Baldwin for the last two years has held the official status as assistant managing director, even while executive officer of the Code Authority.

Driving Home the Insurance Message

Occidental Life Finds in Radio a Method of Selling The Prospect Before the Agent Makes a Contact

EVER conservative, life insurance companies move cautiously before trying new merchandising methods. When Occidental Life decided to adopt radio, it was with a feeling of uncertainty—the blazing of a trail new to its executives. Now Occidental is a radio booster, and thanks the ether waves for the upward sweep in its business. It has been a steady advance, and Mr. Stuart tells about it with the intimate knowledge he has gained as Occidental's advertising counsel.

By CHAS. R. STUART
President
Chas. R. Stuart Inc., San Francisco

TO BUILD a successful radio program, it is necessary that your idea be "different", your feature entertaining, that it hold the audience, and most important of all, it must sell the sponsor's product!

When Occidental Life Insurance Company of California decided to go on the air in 1933, we tried to carry out all these ideas and much thought was given in planning the right type of program. They didn't want a variety show or a musical program. They wanted something dramatic, a 30-minute program that would compel listeners to concentrate upon the broadcast — one that would make dialers talk about it the following day and then come back again for more. Our client wanted drama because its aim was to get over an insurance story. Therefore it was necessary to develop a program that would get the undivided attention of every listener and would interest the whole family.

Here was a Western organization, starting out on its first trek over the ether lanes. There had to be a "pioneer" tie-in on the program because Occidental, in a sense, was pioneering the West. The program had to be different, with the human interest touch. Something distinctly Western for a Western organization was the order which we had to fill.

Finding a Title

HOURS were spent in research and many more hours in discussion. Then I remembered the late Theodore Roosevelt's book — "The Winning of the West". This title symbolized the progress Occidental Life was making on the Pacific Coast. It tied-in with our idea and out of it grew the weekly program, *Winning the West.*

Each episode of the present book is introduced by Earl Lee as "Sim Wallace", the Story Teller, who supposedly wanders into the studio and starts relating his yarn, which is then dramatized. Each episode of the dramatic serial is based on actual historical happenings. Fictioned with humor and music too, the series is heard over the National Broadcasting System's KPO basic network from San Francisco every Thursday, 7:30 to 8:00 p. m. (PST) and is most effective advertising for Occidental.

To enjoy *Winning the West*, attention must be focused closely. Bridge, talking and household diversions must be laid aside until the program is ended. The commercial announcements at the beginning and at the end of the broadcast, about one-and-a-quarter minutes each, are cleverly interwoven with the program.

Now that we had a program, it was necessary to get something to attract leads for the sales force of Occidental Life. In other words, there had to be a good tie-in. Every conceivable inducement was considered. We wanted something to attract people interested in good home management and financial security. Finally a simplified family budget book was hit upon.

MR. STUART

The booklet, 8 x 11 inches with 24 pages, tells how to make your income dollars go further, allowing for a "sinking fund" to provide for later years. Attached to the book is a double postal card. One card is a request for complete details on Occidental Life's Self Pension Plan. The other postal card is spaced for the name of a friend to whom the interested party wants a copy of the "Family Budget" book sent.

50,000 Budgets

EACH week we described and offered a copy of this booklet free to all listeners. It clicked immediately. As a result, since Nov. 1, 1933, when the offer was first made on the air, more than 50,000 requests have been made for the "Family Budget" book. These requests have come from thirty-nine different states, also from Alaska, Canada, Puerto Rico, the Canal Zone, Hawaii and China. Practically every county in California, Washington, Oregon, Idaho and Nevada are represented in the requests. Those living in the rural districts in particular have shown a marked interest in the budget book.

New contacts and new friends, established through the program, and the splendid distribution of the budget book, has brought considerable new business to Occidental Life, demonstrating to a marked degree the powerful selling force of radio advertising. Scores of new agents have also been attracted to the company through the program.

Private research conducted by our agency has proved that not one or two persons in each home but groups of five and six, and sometimes more, listen to the program. And it may be said that these listeners constitute a higher strata of society than ordinarily listen to the general run of broadcasts. They are persons interested in the future of their families, interested in bettering themselves, security for old age. Another thing, this program has made them conscious of their Americanism, proud of their great Western heritage.

Fan mail to be sure, is received not only by the cast of players, but by the sponsors. Two stenographers are delegated to do nothing but handle this mail, which averages 500 pieces per week. And the unusual feature of this mail is that it is not the ordinary type. Letters come from members of pioneer families, descendants of those men and women who helped to build the West. They like our program and as a result, new friendships and new ties are made. Other letters come from listeners who have been moved by some story or incident in the drama. Another surprise to those who write, is that each letter is answered, which in itself, builds good will for Occidental.

That the Occidental Life message is carried each week to a vast and as yet undeveloped audience from a business getting standpoint, is daily being brought to the attention of agents in various communities. Even a "cold turkey" canvas brings surprising results where *Winning the West* has gone before.

Not so long ago, an agent candidly disclosed how he went about picking a new connection. "Recently, I decided to change my affiliation," he said. "I felt that before going to work it was a good idea to find out just how Occidental Life stood with the community in which I live. Therefore, I devoted the better part of a week making a canvas. I visited homes and spoke to people about the life insurance company to which they felt friendly. I was hardly prepared for the responses received. I found that Occidental has the best 'sales value' in my territory, due to its radio program, and thanks to *Winning the West*, my contract is in your hands."

A. R. Hunter, general agent for Eastern Washington and Northern Idaho, believes that the *Winning the West* serial is the best advertising medium that Occidental Life has ever given the field men with which to work and relates that when trying to sell a prospect recently, the man's wife asked her husband why he hesitated. She reminded him that he repeatedly said, while listening to the program that he intended to take out a policy with Occidental Life. Just then the program came on the air. The three listened through the broadcast, which was climaxed by Engle's sales talk. The result was that Hunter closed the case with his prospect.

Winning the West has so increased the prestige of Occidental that high grade, experienced underwriters are daily joining its ranks, and an increase of business has resulted. Occidental Life made the outstanding showing of all life insurance companies in California for 1934 in new business paid for and in gain in insurance in force. The figure in January 1934 was $172,000,000. Since Jan. 1, 1935, the figure has jumped to more than $183,000,000.

Parent - Teachers' Associations have praised the program and school teachers have written in their appreciation of the broadcast, many of them stating that they give the children special credit in history for intelligent comment. The program has endeared itself to the ears of the listening public and has created an immeasurable amount of good will for Occidental Life.

Life insurance companies have been slow to use radio, feeling their way, conservative, as usual, in all things, but our client believes that radio is "the thing", as far as telling the story goes. Intelligently conceived and consistently applied, it is one of the most important media in "selling" the sponsors' product.

The broadcasts create good will too and at the same time do a real selling job.

Cosmetics Cited by FTC

LOUISE NORRIS Co., Kansas City (eyelash coloring) has been cited by the Federal Trade Commission for alleged unfair competition. The product contains dangerous drugs and may lead to skin poisoning and even blindness or death, the Commission charges. A hearing will be held June 28. Cleveland Regol Co., Cleveland (Regol proprietary); Kings Better Vision Institute, Los Angeles (Eyezone, Spineometer) and Dermolav Laboratories Inc., New York (Dermolav hair treatment) have agreed with the FTC to cease alleged false representation.

RADIO notables on the mayor's committee for the S.S. *Normandie's* reception in New York harbor were William S. Paley, CBS president; Richard Patterson, Jr., NBC executive vice president; Alfred J. McCosker, WOR director, and Walter Damrosch.

Broadcast Income For April Reveals 21% Gain in Year

Advertising Revenue Declined 2.7% From March Record

ALTHOUGH total broadcast advertising in April tapered off 2.7% from March for a total of $8,064,921, March having been the highest in history, it still was 20.9% above April, 1934, according to data compiled by the National Association of Broadcasters.

National network income in April was 17.6% above the same month last year while regional network volume was 32% higher. National non-network volume rose 10.3% for the month, compared with last year, and local advertising showed the remarkable increase of 40%.

Gross time sales for various portions of the medium during April and March follow:

	April	*March*
National networks	$4,398,013	$4,923,245
Regional networks	82,058	77,360
National non-network	1,645,523	1,470,990
Local	1,939,327	1,816,145
Total	$8,064,921	$8,287,740

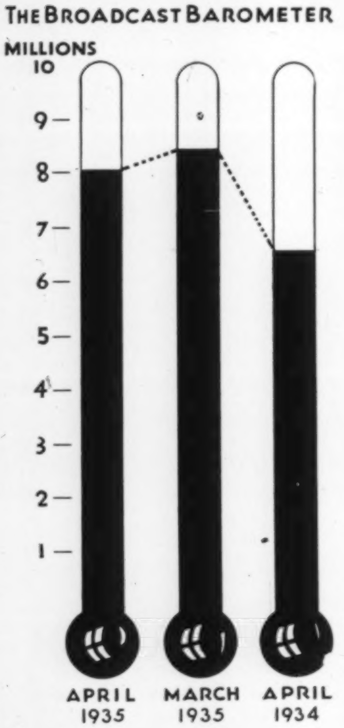
Retail broadcasting advertising in April was 16.3% above March and 71.1% above April last year. Department store advertising also was up conspicuously, being 48.6% higher than April, 1934. This compares to the Media Records report of newspaper department store advertising which showed a gain of but 1.9% over April of last year.

Rendition Volume

IN THE RENDITION field, national non-network business was 9% below that of April a year ago. On the other hand, live talent shows an advance of 55% and announcements 14.9%. In the local field transcription business increased 45.9% over the same month last year, live talent was 41.8% higher and announcements 35.3%.

Conspicuous in the month's business was the outstanding advance in national non-network and local automotive advertising, the former rising 53.4% over March and the latter increasing 63%. Both forms were more than double the volume for April a year ago.

April business in different lines compared as follows: Amusements, increased 17.7% over March and 32.5% over April, 1934; gasoline and accessories, national networks 10.9% above March, regional volume increased five-fold, local level unchanged; clothing, declined a third on national networks as compared with March, regional volume more than doubled, national non-network up 45.7%, local up 12.1% over March and 75% over April last year; drugs and pharmaceuticals, declined 32.6% from March on national networks, local volume up 31.7% over March; toilet goods declined in all fields as compared with March; foodstuffs, down 18.5% from March on national networks; household equipment, declined 26.7% from March on national networks, regional total rose 800%; department and general stores, national non-network nearly double March, local gain of 9%.



WXYZ TO JOIN NBC AS DETROIT LINK

WXYZ, Detroit, will become the NBC-Blue outlet in that city Sept. 29, when WJR shifts to CBS, according to announcement June 13 by NBC New York headquarters. The NBC standard station contract, it was stated, has been signed by the Kunsky-Trendle Broadcasting Corp., operating WXYZ. Plans were completed in conferences between Frank E. Mason, NBC administrative vice president; Reginald M. Brophy, NBC station relations manager; George W. Trendle, president of Kunsky-Trendle, and H. Allen Campbell, Commercial manager of WXYZ.

WXYZ is the key station of the Michigan Network, and also the Detroit outlet of Mutual Broadcasting System. Whether it will sever either or both of these connections is not known.

WGAR, Cleveland, has signed the new station compensation contract with NBC. Thus far, a total of 49 independent stations have signed, which together with the NBC-owned and operated stations brings the total to 64. Stations in the West and on the Pacific coast have not yet been contacted, it was said, but probably will be in two or three weeks.

Stations Adhering Voluntarily to Code; Affairs of Code Authority Being Settled

VOLUNTARY adherence to all provisions of the broadcasting industry code seemed to be the rule, rather than the exception, among broadcasting stations and networks, despite the demise of all codes on May 27 when the Supreme Court ruled NRA unconstitutional.

As James W. Baldwin, Code Authority executive officer, was liquidating affairs of his office, he said that all stations from which he had heard had indicated they would continue to adhere to all code provisions. This course had been recommended by Mr. Baldwin and by administration officials. Meanwhile, Mr. Baldwin explained that auditors are now analyzing the books of his office with a view toward returning to station members of their pro rata shares of the assets. Plans were considered for a possible meeting of the members of the erstwhile Code Authority upon completion of this audit.

Research Agency

MORE than likely, NRA will become simply a research agency until April 1, 1936. This was the recommendation made to Congress by President Roosevelt, and the legislative proposal which would make it operative was pending as BROADCASTING went to press.

It is felt by informed observers that even with the ending of all compulsory codes a greater responsibility now rests upon members of each industry because the records that are to be maintained by the Research and Planning Division of the curtailed NRA, if the legislation passes, will afford the opportunity to determine whether industry is capable of affording the same benefits to labor and the observance of trade practices that were included in the government codes. The plan is to keep a set of books on each industry.

The legal status of the Code Authority was explained in a letter received by Mr. Baldwin June 3 from William P. Farnsworth, NRA deputy administrator in charge of the broadcasting industry code. He said that the NRA interpretation of the Schecter case decision of the Supreme Court was:

> 1. Code authorities no longer have any official status or official existence. Their past actions taken in good faith under an innocent misconception concerning the validity of the law, leave certain legal questions of relationship and responsibility which must be adjusted. We think you should rely upon guidance of private legal counsel in this connection.
>
> 2. No further disbursements of code authority funds should be made except in accordance with advice of counsel.
>
> 3. Steps should be taken to work out, with the advice of counsel, an orderly and equitable plan for the liquidation of funds on hand. In the ordinary case, such a plan would presumably involve either submission to and approval by a court of competent jurisdiction, or consent by parties in interest, or both.

This letter was preceded by a telegram from Mr. Farnsworth in which he said:

> It is requested you cooperate with administration in furnishing all available factual information of changes from code provisions by members your industry in wages, hours and working conditions. Reports by telegram our expense are desired daily until further notice to reach me before three oclock afternoon covering current day as far as possible. Important to differentiate between fact and rumor. This cooperation thoroughly appreciated.

Notice to Stations

FOLLOWING receipt of the letter from Mr. Farnsworth, Mr. Baldwin on June 7 sent to all stations a letter in which he informed them that the Code Authority was without official status or existence. He said steps had been taken for earliest possible liquidation and that refunds to members would be mailed as soon as the audit was completed. He asked stations to verify the audits as to the amount paid by them to the code authority, to expedite liquidation.

Numerous reports were received of continued adherence to code provisions. David Sarnoff, RCA president, announced June 3 that RCA and its wholly-owned subsidiaries (of which NBC is one) are continuing the same hours and wages as were in effect under the codes. Similar word came unofficially from CBS. WFIL, Philadelphia, made the same announcement and added that the trade practice provisions also would be observed, and all stations in Washington, D. C., agreed to continue code provisions. KWK, St. Louis, announced that it had always maintained better hours and salaries than demanded by the code and would keep them in force.

WBBM, Chicago, not only will continue to operate under NRA regulations for radio stations but will also apply to all future local contracts the program restrictions recently adopted by CBS for its network broadcasts, according to announcement May 31 by H. Leslie Atlass, CBS Chicago vice president. This policy excludes all advertising for laxatives, depilatories, deodorants and other broadcasting which by its nature questions good taste.

"WBBM will also adhere strictly to the standards set by Columbia for children's programs," Mr. Atlass stated, "prohibiting the exaltation as heroes of gangsters, criminals and racketeers, disrespect for parental authority, presentation of greed, selfishness and cruelty as worthy motivations, programs that arouse harmful nervous reactions in children, lauding conceit, unfair exploitation of others and dishonesty, or the false identification of reckless abandonment with a healthy spirit of adventure."

From J. V. Fitzhugh, radio representative of International Brotherhood of Electrical Workers, came a letter stating that despite of the Supreme Court ruling against NRA, WGST, Atlanta, had signed an agreement with technicians which offers a slight increase over the NRA wage schedules. Hours also were stabilized under the agreement. He said his organization believed that the WGST management "has shown an admirable spirit of fair play by signing a contract with its employes voluntarily."

C. Elmer Shelton

C. ELMER SHELTON, 31, for the last two years NBC salesman in Washington, died May 30 following a two weeks' illness from pneumonia. He had joined the staff of WRC and WMAL, Washington NBC stations, after serving with the advertising department of the *Washington Post*, coming to the Capital from High Point, N. C. He was leading salesman among all NBC managed and operated stations on several occasions. He is survived by his widow. Burial was in Greensboro, N. C.

WXYZ

Detroits Leading Independent Station Joins NBC Blue Network

●

THE National Broadcasting Company announces that Station WXYZ, Detroit, will join the NBC Blue WJZ network on September 29, 1935, when the NBC franchise for complete Blue network service will become effective.

WXYZ, operated by the Kunsky-Trendle Broadcasting Corporation, justifies its claim to the title of "Detroit's leading independent station" not only by reason of its fine local programming but also because of its leadership in establishing and maintaining high standards of advertising ethics and practices, with the inclusion in its program schedules of a representative list of popular NBC Programs, WXYZ, promises to rank even higher in the favor of Detroit listeners.

With its 1000-watt transmitter, centrally located in greater Detroit, WXYZ delivers a strong, clear signal throughout the nations fourth largest market, providing the quality coverage rightly demanded by network advertisers.

●

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK • WASHINGTON • CHICAGO • DETROIT • SAN FRANCISCO

Year Continuance For Commission in Canada Is Planned

Funds Are Voted by Parliament; Additional Stations Sought

By JAMES MONTAGNES

CANADA'S radio commissioners can breathe easily once more as a result of statement in Parliament June 6 by Hon. Alfred Duranleau, Minister of Marine, that the government would bring in a bill in a few days to lengthen the life of the Commission from the end of June to the end of March, 1936, leaving it to another Parliament to abolish or change the powers of the Commission.

At the same time Prime Minister Bennett pointed out to the House of Commons that there is an active movement engaged to destroy the public ownership of broadcasting. Rather than weaken the public ownership of broadcasting, he advised that it be strengthened, and added that if he were sure of being in the next Parliament (an election takes place this autumn) he would not yield broadcasting to any private enterprise.

"The life or death of our adventure in the field of public ownership," Mr. Bennett stated later, "depends largely on our willingness to nurse this infant until it can become strong enough to fend for itself. A country as poor as we are cannot spend at once the money that is required to make this facility as perfect as it should be."

Parliament voted the Radio Commission $1,500,000 to last till March 31, 1936, which is approximately what has been collected for licenses sold to listeners.

The election came into the picture when Liberal and Labor leaders asked about Section 9 of the Commission regulations, which they claimed makes it difficult for any radio speaker to criticise existing legislation. They were assured by Minister Duranleau the regulation was not meant for election speakers and that he would consult the Commission as to its possible withdrawal or an explanation.

The question of increased licensees was brought up by T. L. Church, member for Toronto, who thought it wise to increase the present $2 radio set tax, if it would eliminate objectionable advertising now flooding the air, stating that this was Americanizing the Canadian ether. Tobacco and cocoa advertisements during church services were objected to, and he advised members on the government side that if the Conservative party was to continue it would be necessary to put the brakes on the radio commission.

* * *

THE RADIO COMMISSION has asked for $1,000,000 out of the public relief funds being distributed this summer, to build some of the powerful stations which were recommended by the Aird report which brought the nationalization of broadcasting into being in Canada. The Aird report recommended an expenditure of $5,000,000 for new stations but the radio commission will be satisfied if it is given $1,000,000, since none of the new stations recommended some years ago have as yet been built because of lack of funds.

* * *

THE HEARINGS of the Canadian Performing Rights Society at Montreal disclosed that CKAC now pays the society $9,000 a year as against $5,000; CHLP rates were increased from $385 to $2,100 a year: while CFCF rates were boosted from $1,400 to $3,600. The society is asking 10 cents per set for a five-hour period per year from the Montreal stations, or 12 cents per set for unlimited time per year if all stations in the locality will take out one license.

* * *

NORTHERN ONTARIO will have a 1,000 watt station at Kirkland Lake, where CJKL has been given permission to increase from 100 watts. In the opinion of the Canadian Radio Commission, this will give satisfactory service in the gold mining north country for the present, although something more extensive might be done in future.

TOYS THAT RADIO INSPIRED

Merchandising Power of Broadcast Programs Shown Graphically by Department Store Items

THE POWER of radio to sell merchandise is clearly evident by the preponderance of toys and games available to the general public, based on ideas gleaned solely from radio programs. Many of the names and items shown in the toy departments have never appeared in print but were only heard on the air.

A tour of the larger department stores in New York as well as the largest toy specialty shop disclosed these items for sale:

Buck Rogers Toys

BUCK ROGERS' suits, helmets, rocket pistols, battle cruisers, pursuit ships, disintegrator pistols, rocket skates and list of other items too long to list individually. The disintegrator pistol is being shown exclusively in a New York department store (Macy's) and it is being promoted by window displays, newspaper ads, two special counters in the toy department devoted exclusively to this toy, and a large electrical display showing the features of the gun. This same store is featuring a Buck Rogers' item on every counter in the toy department.

Ed Wynn, the Fire Chief, is another radio star who is much in evidence in the game and toy departments. One game is called The Fire Chief game. This game is similar to parcheesi, only there is a fire to be put out to win. Another item is the Fire Chief velocipede with a fire bell mounted over the front wheel. A Fire Chief siren is also available as are even the Fire Chief hats, which Texaco has given away by the millions.

Eddie Cantor has a Club Game. This is also similar to parcheesi, but it deals with the modern hazards of automobile driving. It is recommended to all motorists and back seat drivers.

The Maxwell House Showboat is another item seen in the department stores. This is a model showboat which you construct yourself. The boat can be illuminated from the inside.

Admiral Byrd has a game called Little America. This traces a trek around the frozen wastes of Little America and the hazards of being lost in blizzards, etc. The cover of the box shows Admiral Byrd broadcasting.

While all the programs are not on the air at present it is obvious that they got their publicity from the radio programs which sponsored them. There are other items in the toy departments which do not have the names of programs but closely resemble them, thus cashing in on the radio popularity without paying royalties.

POSTPONEMENT of the hearing on the renewal application of WMCA, New York, from June 6 to Oct. 24, at the request of counsel for the station, was authorized June 4 by the FCC. The station was cited because of allegedly improper broadcasting in connection with a medical product.

CBS Development Told in "Fortune"

THE RISE of CBS from the "shoestring" United Independent Broadcasters Inc., founded in 1927 by Major J. Andrew White, George A. Coats, Arthur Judson and others, to its present status is depicted in a graphic account printed in the June issue of *Fortune* under the title "And All Because They're Smart".

Blending personalities—chiefly those of President William S. Paley and his corps of vice presidential assistants—with candid details of their efforts to forge to the front in the network field, the article presents an interesting insight into the whole network situation.

Explained in clear fashion are the intricate problems that were confronted, such as station relations, promotion, acquisition of clients, and audience capturing. Moulded into the discussion are descriptions of how a network is operated and the accounting factors involved in presentation of a commercial broadcast.

Fairy Soap Tests

GOLD DUST CORP., New York (Fairy soap) on June 20 will inaugurate a new test series of five-minute programs over WOR, of interest to women only, Mondays to Fridays inclusive. These broadcasts will be mainly about clothes, fashions, etc. The reports compiled by Transradio Press will be used. Also on June 17 Fairy Soap will be sponsored on the *Uncle Don* program over WOR, heard every day except Sunday. Batten, Barton, Durstine and Osborn Inc., New York, is the agency.

CRC Bans Spots

SPOT announcements were definitely banned on Canadian Radio Commission stations from June 1, in a sudden announcement from Hector Charlesworth, chairman. Announcements of a commercial nature, without entertainment value, and programs less than 15 minutes in duration, musical or otherwise, will not be scheduled on 27 stations on the commission's basic network.

CBS OWN BRAIN TRUST—An informal photograph of Columbia executives in President William S. Paley's office that accompanied article in Fortune Magazine for June. Left to right: Lawrence W. Lowman, Paul W. Kesten, Frederic A. Willis, Edward Klauber, Hugh K. Boice and Mr. Paley. *Photo Courtesy of Fortu*

KNX

ANNOUNCES THE APPOINTMENT OF

LEONARD E. L. COX

AS

PROGRAM DIRECTOR

Mr. Cox needs no introduction to the East. His ability to build from scratch, programs of outstanding merit has won for him, as Program Director of WOR, WABC and Commercial Program Director of WJZ, the respect and esteem of the advertising profession.

"A Night in Tony Pastor's", "Fred Allen's Bath Club Revue", "Shades of Don Juan", and "Main Street Sketches" are but a few of Mr. Cox's productions.

As Program Director of KNX, Mr. Cox will have at his command the best of Hollywood talent to carry out his own original ideas. Your far western live talent programs may now be turned over to Mr. Cox with absolute assurance of originality in conception and professionalism in production.

ATTENTION - BUYERS OF RADIO TIME!

KNX is the *only* 50,000 watt independent station west of Chicago. Its signal blankets eleven Western States, Western Canada and Alaska (as mail breakdowns and surveys attest).

With the *right program* on KNX you can reach as many families with this station *alone* as can be reached on either Pacific Coast chain.

Get a KNX show like "Watanabe and Archie" or the "In Laws", or the KNX "Newspaper of the Air", or the Big League Baseball Broadcasts, and watch your inquiries for the far west increase.

Mr. Cox is here to give you just such a show at a cost commensurate with far western marketing possibilities.

KNX —"THE VOICE OF HOLLYWOOD"—
Speaking with 50,000 Watts on a National Cleared Channel

***Represented by* JOHN BLAIR & COMPANY**

NEW YORK	DETROIT	CHICAGO	SAN FRANCISCO
341 Madison Avenue	New Center Building	520 No. Michigan Blvd.	485 California St.

Write for "KNX SIGNAL COVERAGE OF THE ELEVEN WESTERN STATES" our new Brochure!

Crossley Program Check Is Testing New Methods

MORE than $6,000 has been spent during the last six months by the Cooperative Analysis of Broadcasting (Crossley reports) in experimenting with new methods of checking program popularity, and it is expected that revisions in the method used will be decided upon in about a month's time.

Meanwhile tests with variations of the coincidental method of audience comparison will continue. No drastic overhauling of the reports is to be expected, but some detailed changes are almost certain to be made, as foreshadowed in the speech by Dr. D. P. Smelser, chairman of the CAB governing committee, at the white Sulphur Springs Convention of the ANA (BROADCASTING, May 15).

A STRONG movement to induce the British Broadcasting Corp. to begin its broadcasting day with light music at breakfast time is reported from London. BBC programs do not start until 10:15 a. m. weekdays and 12:30 p. m. Sundays.

RADIO ADVERTISING STANDARDS

Behind - the - Scenes Activity of NBC in Elevating Its Ethical Policies Cited by Vice President

By EDGAR KOBAK

NBC Vice President in Charge of Sales

ON MARCH 25, 1929, the National Association of Broadcasters published a "Code of Ethics" which stated in a general and very brief way the principles which broadcasters intended to follow in raising and maintaining the standards of broadcast advertising.

The announcement of this Code of Ethics was followed by several lean years in advertising, and the radio stations and networks found themselves in a rather poor position to enforce stringent regulations for copy and acceptability of accounts.

Because of its strongly established position, NBC has nevertheless always exercised a restraining hand, and a few outstanding stations deserve much credit for the high standards they have consistently maintained. However, advertising announcements in bad taste crept into numerous commercial programs and more definite curbs were considered necessary by NBC. On Dec. 5, 1933, all NBC salesmen were notified that no more cathartic accounts would be accepted. This was followed by the publication in January, 1934, of a complete statement on NBC program policies which defined NBC's position and gave due notice to the entire advertising world of the course which NBC proposed to follow.

Policy Statements

NO GENERAL publicity was given to these NBC program policies outside of the advertising business, since it was felt that quiet, behind-the-scenes activity was most desirable. The NBC program policies outlined a set of principles, and individual NBC policy statements based on these principles were also issued from time to time. These specific regulations, covering individual types of accounts and announcements, were addressed only to NBC sales representatives, in order that they might interpret them precisely to advertisers, prospective advertisers and advertising agencies. For example, in August, 1934, an order was issued that deodorants or soaps advertised as body deodorants were not acceptable. As stated, cathartics had been curbed as far back as December, 1933.

As a result of the NBC policy on laxatives and body deodorants alone, a very considerable amount of business was voluntarily sacrificed by NBC. However, it was felt that statements of policy and publication of standards were not sufficient to enforce strict adherence to the rules and NBC therefore formed in the fall of 1934 a "Department of Continuity Acceptance" which immediately set about quietly to enforce the rules and standards. For the past six months or more, this department of continuity acceptance has been a very potent factor in elevating radio advertising standards. Practically all of its work has been conducted in relative privacy, with no fanfare. We bear one thought in mind, constantly, that while protecting the consumer and listener we should endeavor to work conscientiously with the manufacturer who has been allowed to use our networks in the past.

NBC's aim has been to eliminate all announcements and statements from the air which are in bad taste or unsuitable for radio broadcasting. It is not sought to outlaw individual products as such, provided they are reputable, although in a few cases it has been found that certain products cannot be advertised without touching on subjects which are thought unsuitable for radio broadcasting. In its regulations, however, NBC has sought to make clear that it is the advertising announcements rather than the type of product which determine NBC's program policies.

Certainly, the radio broadcasting industry has long ago taken definite steps to lead the way to better taste and higher ethical standards in advertising. In this it may well take pride, but we must be careful that while we get our religion we do not become shouters. When a broadcasting organization has accepted certain types of business for years it cannot suddenly turn on these manufacturers and throw them off, particularly when their continuities are relatively clean.

As broadcasters, we have the right to censor all advertising broadcast over our facilities, and we have found recently that manufacturers are doing everything they can to abide by our suggestions to clean up advertising copy.

WLW-WSM Exchanges

WEEKLY half-hour "house" programs are being exchanged during the summer by WLW, Cincinnati, and WSM, Nashville, on a reciprocal basis. WSM already is rebroadcasting the *Crosley Show Boat* program of WLW and in a short time WLW will pick up a program of the National Life & Accident Insurance Co., from WSM. Crosley operates WLW and the insurance company owns WSM.

KSD

THE ST. LOUIS POST-DISPATCH

ANNOUNCES THE APPOINTMENT OF

FREE & SLEININGER, Inc.

AS ITS

National Radio Station Representative

Effective June 15 1935

WITH OFFICES LOCATED IN

NEW YORK
110 E. 42ND STREET
LEXINGTON 2-8660

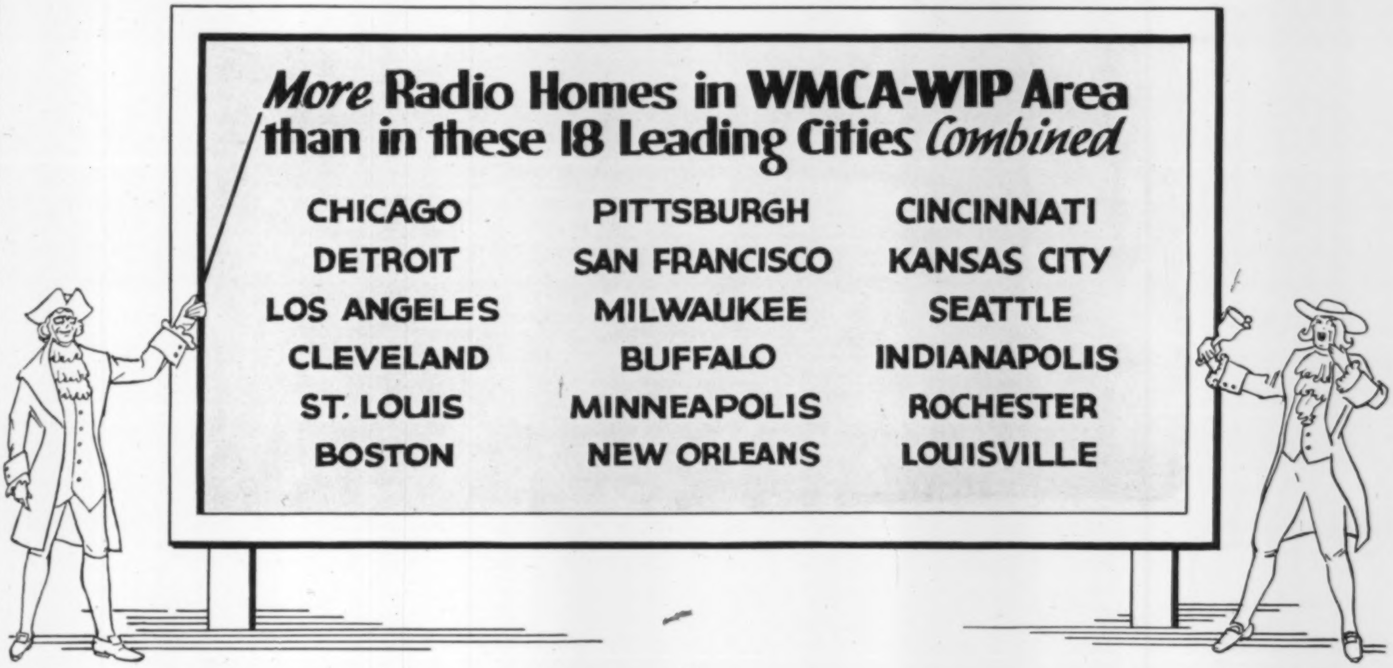
CHICAGO
180 N. MICHIGAN AVE.
FRANKLIN 6373

DETROIT
GENERAL MOTORS BLDG.
MADISON 1423

SAN FRANCISCO
RUSS BUILDING
SUTTER 5415

LOS ANGELES
C. OF C. BUILDING
RICHMOND 6184

INCREDIBLE ... *but true!*



More Radio Homes in WMCA-WIP Area than in these 18 Leading Cities *Combined*

- CHICAGO
- DETROIT
- LOS ANGELES
- CLEVELAND
- ST. LOUIS
- BOSTON
- PITTSBURGH
- SAN FRANCISCO
- MILWAUKEE
- BUFFALO
- MINNEAPOLIS
- NEW ORLEANS
- CINCINNATI
- KANSAS CITY
- SEATTLE
- INDIANAPOLIS
- ROCHESTER
- LOUISVILLE

WHERE can you invest your radio dollars to better advantage than in the great New York-Philadelphia market which boasts more radio homes than 18 leading cities combined!

And where in this great market can you get greater dollar-for-dollar value than is offered by an Inter-City Presentation! Your program is broadcast simultaneously over WMCA and WIP—the leading independent stations in New York and Philadelphia—at local station rates—and without line charges!

"New York's Own Station"

WMCA **WIP**

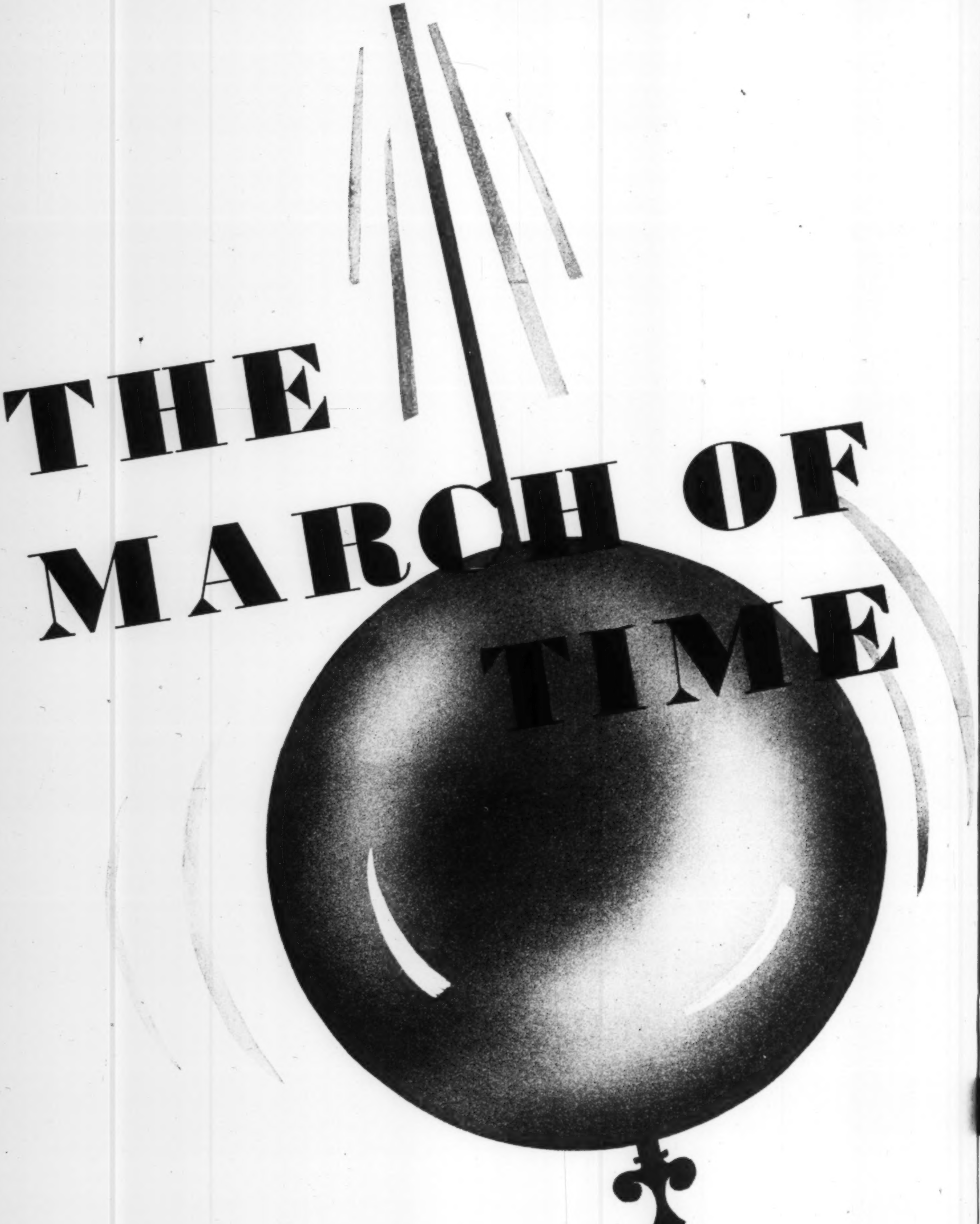
"Philadelphia's Pioneer Voice"

"THIS IS AN INTER-CITY PRESENTATION"

KNICKERBOCKER BROADCASTING CO.
WMCA BUILDING • 1697 Broadway • NEW YORK
DONALD FLAMM, *Pres.* BERTRAM LEBHAR, Jr., *Dir. of Sales*

PENNSYLVANIA BROADCASTING CO.
35 South Ninth Street • PHILADELPHIA
BENEDICT GIMBEL, Jr., *Pres.* ALBERT A. CORMIER, *Gen. Mgr.*

Represented in Chicago, Detroit, San Francisco by John Blair & Company


THE
MARCH OF
TIME

TIME Marches On!

—and these radio stations know the value of keeping pace with Time.

They have been at the head of the parade of progress since commercial radio began.

Expert showmanship, intelligent management and modern equipment keep them in step with today's—and tomorrow's—trend.

Your product, or your service, can march on with these stations to greater and greater sales.

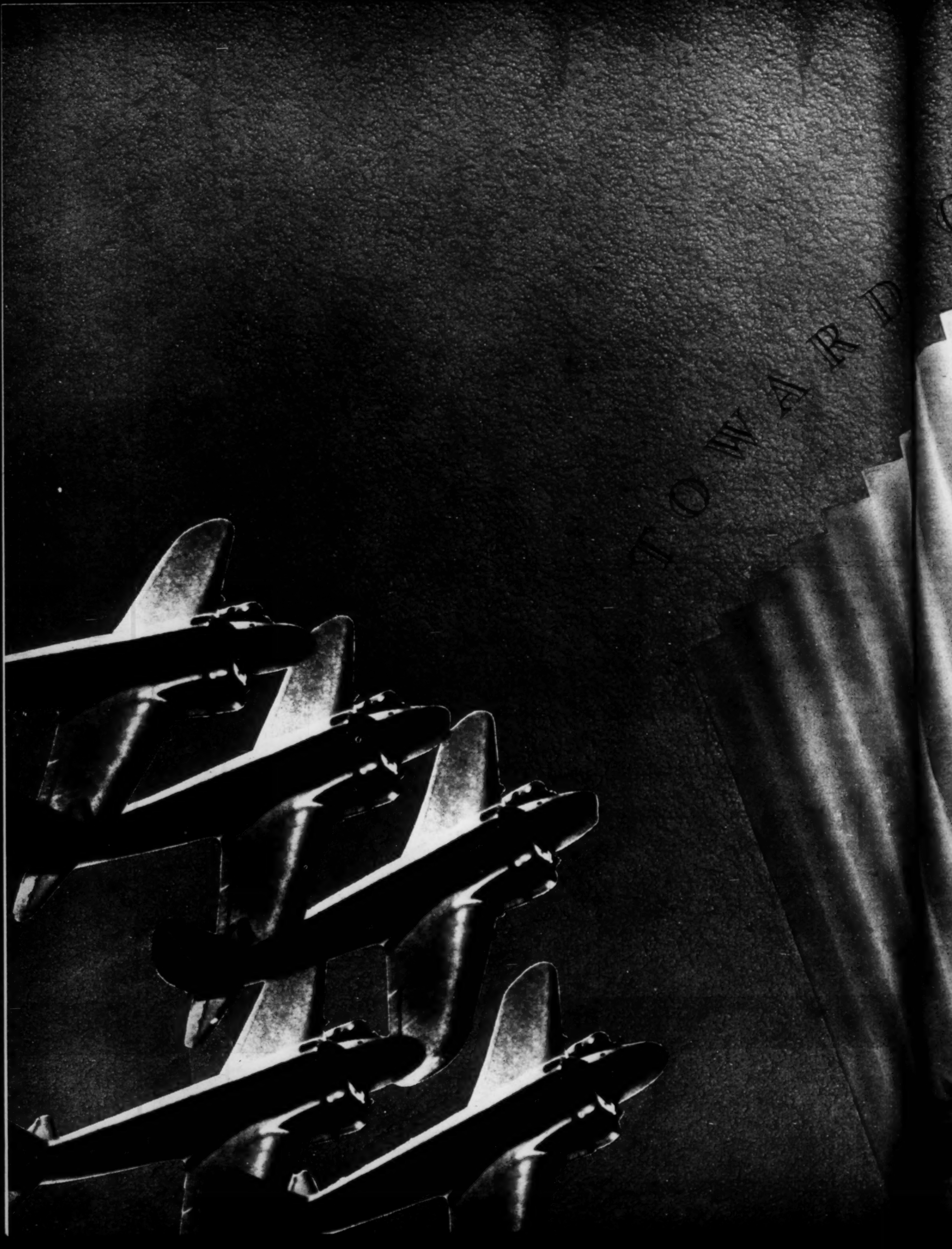
WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB WNAC	Boston	CBS
WICC	Bridgeport New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA WBAP	Dallas	NBC
	Fort Worth	NBC
KLZ	Denver	CBS
WJR	Detroit	NBC
KTHS	Hot Springs	NBC
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO KJR	Seattle	NBC
KHQ KGA	Spokane	NBC
WMAS	Springfield	CBS
WDAE	Tampa	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

ALSO
THE YANKEE NETWORK
THE TEXAS QUALITY NETWORK
THE NORTHWEST TRIANGLE

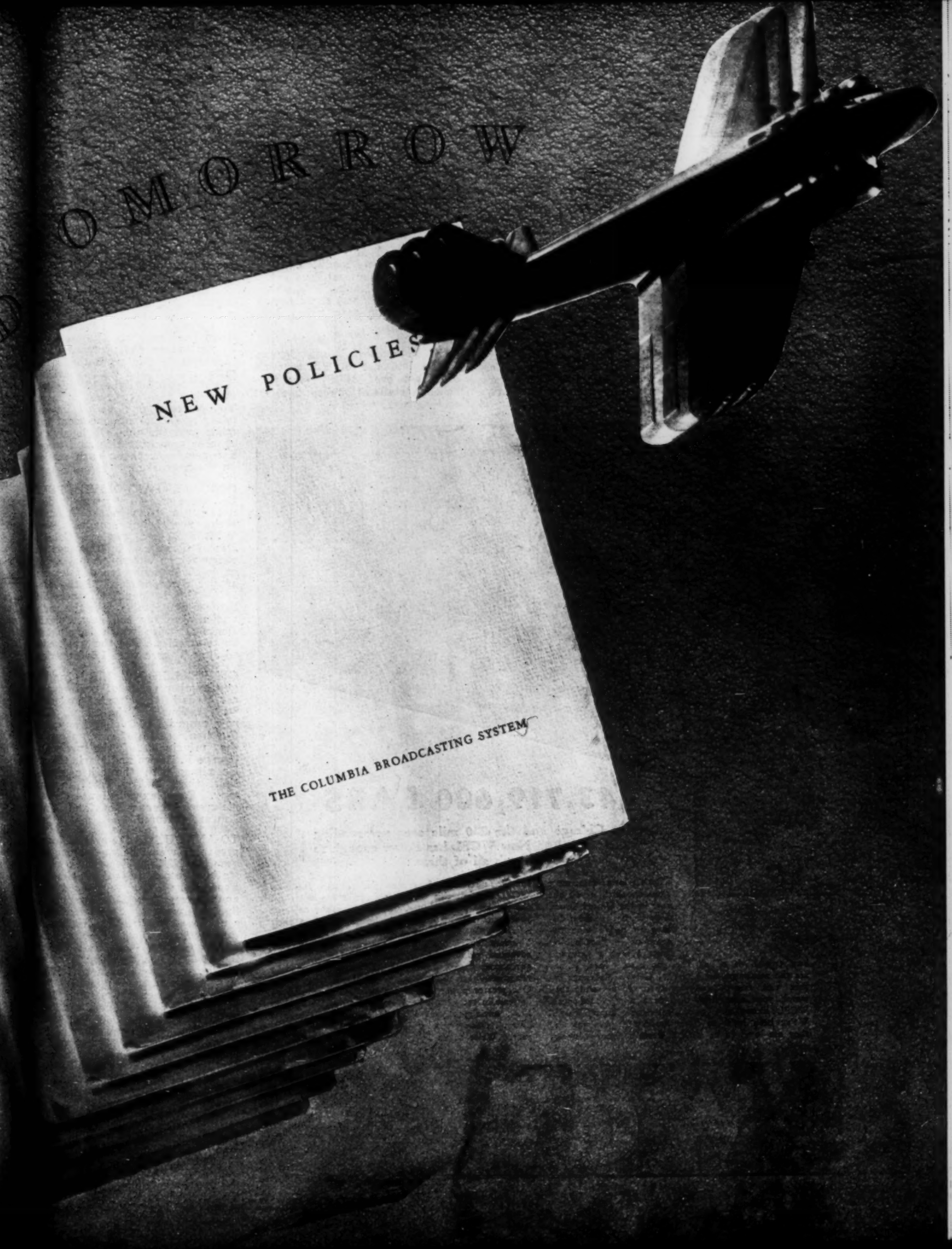
Represented throughout the United States by

EDWARD PETRY & COMPANY
INCORPORATED

NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO



TOWARD


OMORROW
NEW POLICIES
THE COLUMBIA BROADCASTING SYSTEM

Ideas on Merchandising

Collaring Young Milk Drinkers—Contests and Contests—Model Airplanes—Have a Horoscope!

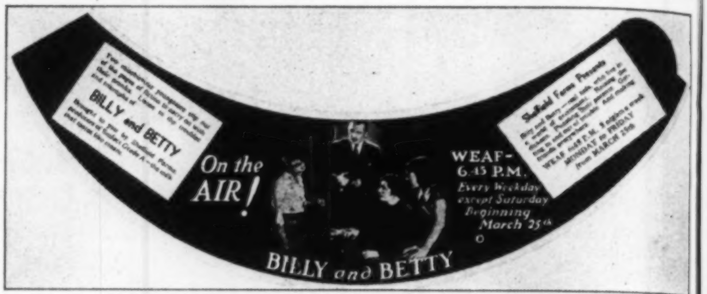
SHEFFIELD FARMS CO., New York (dairy products), is broadcasting locally five nights a week over WEAF, introduced the program with spotlight advertisements in a number of newspapers, supplemented with a bottle collar on every bottle of milk delivered that morning. This collar was in two colors, red and black. The center shows a picture taken at a regular broadcast of *Billy and Betty*, the name of the program, and on either side of the picture the details about the program, the station, time, etc. (see illustration).

Now the sponsor is publishing a juvenile newspaper *The Whatsit.* All children sending in a Sheffield bottle cap are eligible to serve as reporters and receive a reporter's card attesting to their eligibility. They are also asked to write ads about Sheffield milk, the winning writers to receive prizes. Other contests are planned.

The newspaper is distributed every other week, has a circulation of 600,000 and is delivered via the Sheffield milkman. Only one newspaper in New York has a greater circulation. Three copies have been issued. The first issue was written by N. W. Ayer & Son Inc., New York, to get the idea under way. Now they are written by the youngsters with all the mistakes, poor photography and wisecracks.

* * *

WHAT is believed to be the shortest, in length of time before awards, contests ever run over a national network is the Fred Warings "Way Back Home" contest which opened May 8 and closed June 1. The only condition for entry was to visit a local Ford Dealer and ask for a blank. Prizes were awarded for the best choruses submitted for the song "Way Back Home".



Milk bottle collar used by Sheffield Farms Co.

* * *

IN THE Sunday *Atlanta Journal* a complete list of all contests, broadcast over WSB, was published. Details of how to enter the contests were given.

ON THE May 29th broadcast the sponsors of the Fred Allen program, sponsored by Bristol-Myers Co., announced that all persons sending in a postcard with a few words written on the back of the card would receive a book of Fred Allen photographs. The words to be written on the postcard were: "Ipana is the toothpaste that keeps gums healthy and teeth sparkling bright." Up to June 12 this column had not received its copy. The postcard was mailed immediately after the announcement was made over the air. Obviously the sponsor was using this mail to get a coverage check on each station on the network.

* * *

COLGATE - PALMOLIVE - PEET Co. sends every listener who does not win a prize in the Mystery series now being broadcast over WOR a 20-cent can of Colgate Dental Powder. In this contest every person entering must spend at least 20 cents for a telegram as per the conditions of the contest. This little gift appeases the listener and it also gets the radio audience to try the new Colgate Dental Powder which is plugged on this series. For the week ended June 8 there were 1,500 entries.

* * *

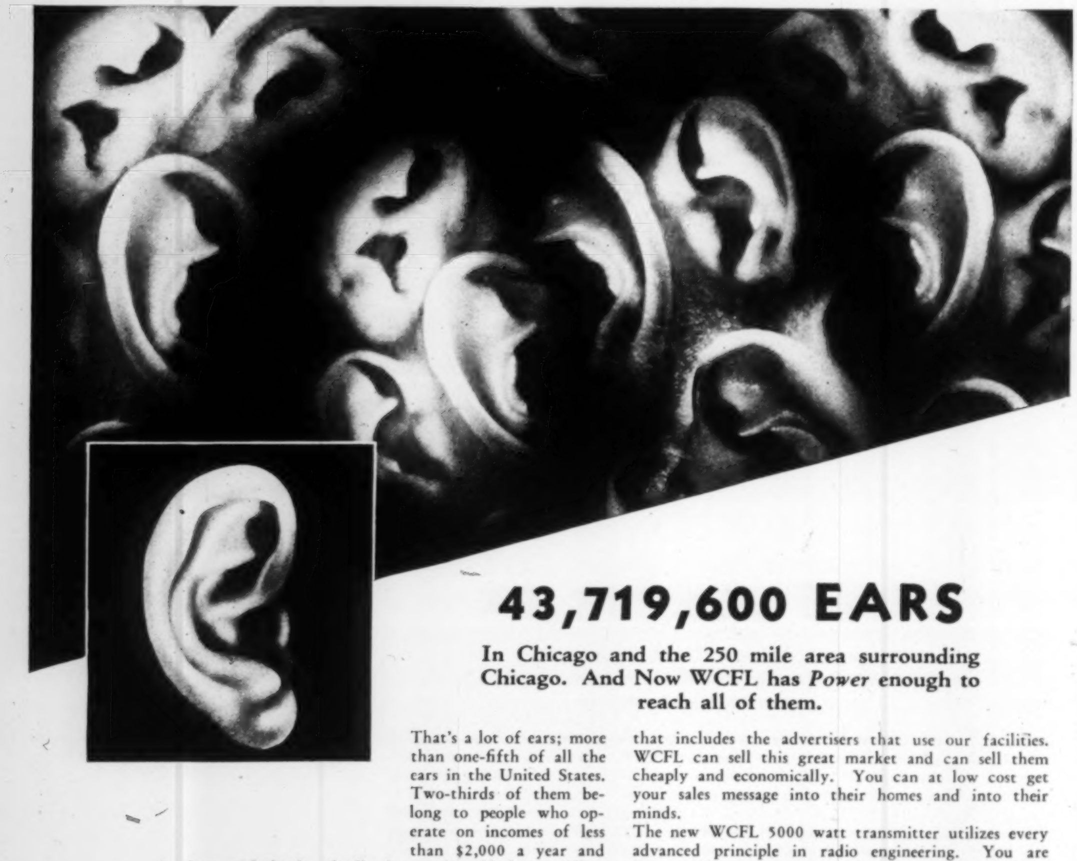
GENERAL FOODS CORP. has begun another series of posters and car cards in the elevated and subway stations and the trains. The new program featuring *Tony and Gus* has a series of cards showing the principals of the program, George F. Brown and Mario Chamlee along with the other essentials, time, station, etc., in the copy. For Maxwell House Coffee, pictures of Lanny Ross and Mary Lou are featured.

* * *

TO ANNOUNCE the new series of programs which began last month over the NBC-WJZ network of 56 stations coast - to - coast, General Foods Corp., New York, used spot announcements in 112 newspapers. Spot ads were run four times over a period of two weeks. The broadcast features Post Toasties one week and then Post Bran Flakes the next. When the Post Toasties are being advertised a gift offer of a Rogers spoon is made for five Post Toasties box tops and 10c; when Post Bran Flakes are featured the premium is a series of 16 pictures, each one requested requiring a 3c postage stamp and a Post Bran box top. The trade is also being covered by merchandising of a 4-page tabloid newspaper, and a trade cash contest.

* * *

FOR the first three months of this year NBC reports there were 32 prize contests on its networks. This compares with a total of 41 for all of 1934. These figures do not include free offers.



43,719,600 EARS

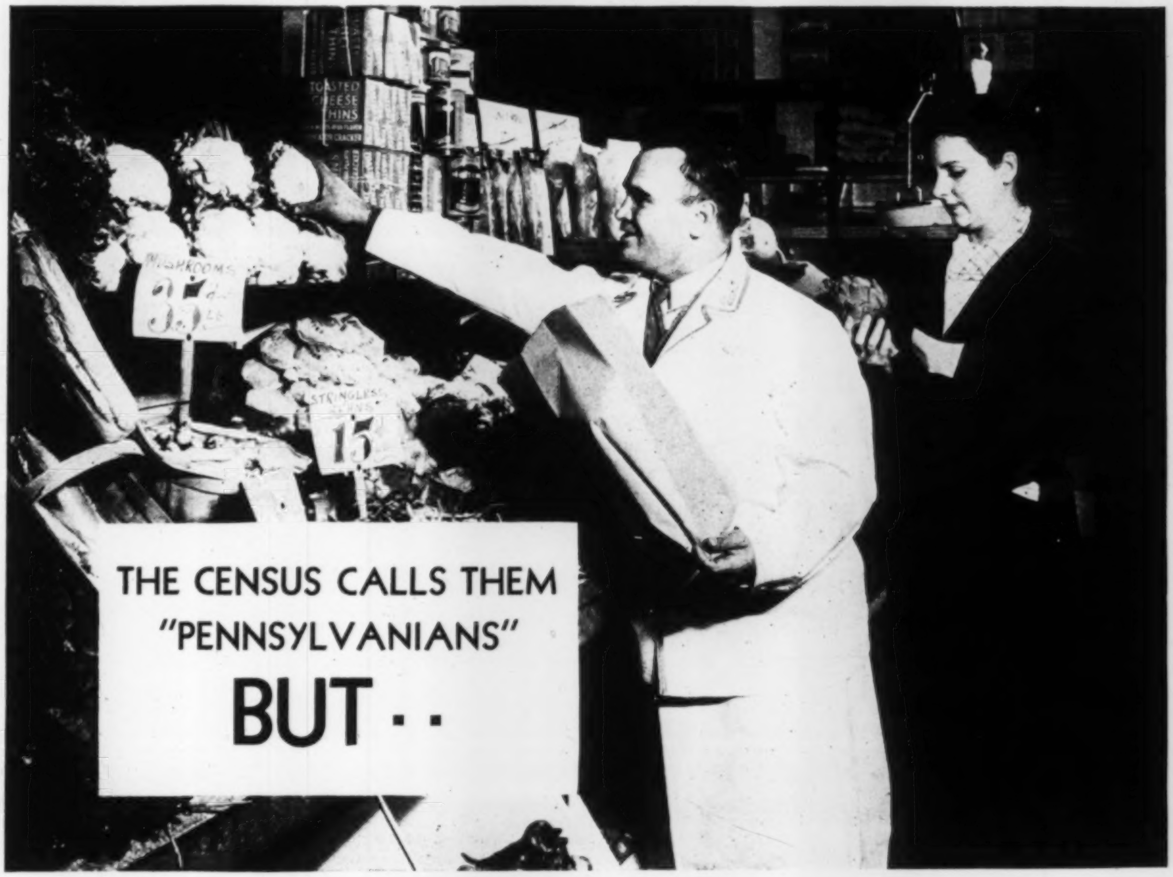
In Chicago and the 250 mile area surrounding Chicago. And Now WCFL has *Power* enough to reach all of them.

That's a lot of ears; more than one-fifth of all the ears in the United States. Two-thirds of them belong to people who operate on incomes of less than $2,000 a year and buy two-thirds of all the goods sold here. They are the maximum market. . . . Get your message before this two-thirds—win their favor and then watch your sales hop—skip to a new record peak. WCFL knows this two-thirds—they know WCFL. We've been loyal to their needs and problems and they are loyal to us with a warm reciprocal loyalty that includes the advertisers that use our facilities. WCFL can sell this great market and can sell them cheaply and economically. You can at low cost get your sales message into their homes and into their minds.

The new WCFL 5000 watt transmitter utilizes every advanced principle in radio engineering. You are guaranteed greater power—greater area of non-fading reception—perfect modulation—highest fidelity.

Our greater power and larger circulation demand an increase in rates effective July 1st. Save this increase . . . anticipate your Chicago market requirements now . . . reserve the choice spots for as long as one year. Write to us . . . let us tell you more about

The Voice of Labor WCFL Chicago Illinois



THE CENSUS CALLS THEM "PENNSYLVANIANS" BUT . .

. . they're buying their Food in New England!

Unusual? Not at all. Over 3,000,000 people from Pennsylvania, New York, Ohio and other states do the same thing. Because they spend all or part of their summers in New England — increasing New England's sales of foods, drug products, gasoline and other recreational needs by $500,000,000.

Naturally, most of these visitors have a radio in their car and at their summer home. Naturally, too, most of them listen to WTIC.

No other form of summer advertising offers such a tremendous bonus coverage, without extra cost, as WTIC. An audience of 1,500,000 in the primary coverage area; 680,000 additional in the secondary coverage area (Jansky & Bailey Survey figures). And a guest audience of many hundreds of thousands more. All with purchasing power far above average.

Talent is available at WTIC for the skillful staging of any type of program. Full particulars on request.

over 1,000,000 visitors from outside of the state will attend the Connecticut Tercentenary Exercises this Summer

WTIC

50,000 WATTS

HARTFORD · CONNECTICUT

The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks

PAUL W. MORENCY, *General Mgr.* **JAMES F. CLANCY**, *Business Mgr.*

NEW YORK OFFICE, 220 EAST 42nd STREET *J. J. WEED, Manager*
CHICAGO OFFICE, 203 N. WABASH AVENUE *C. C. WEED, Manager*

News Sponsorship Spreading

(*Continued from page 11*)

other if prevented from carrying out the provisions of this agreement by reason of any rule or regulation of said Federal Communications Commission."

Transradio Statement

IN A STATEMENT issued June 1, Herbert Moore, president of Transradio, denied that he was negotiating with the U. P. or anyone else for the sale of any interest in his organization or in its subsidiary, Radio News Association. The statement said that several months ago Karl Bickel, then president of U. P., "initiated some conversations with him (Moore) on the subject of the purchase or exchange of Transradio stock, which conversations could hardly be termed negotiations, as Transradio was not then, and never has been, interested in selling any part of its properties."

"With equal emphasis", added the Transradio statement, "Mr. Moore stated that he was in no way interested in current rumors that Transradio was receptive towards compromise settlements with some of the defendants in the pending action of Transradio against the press associations and broadcast chains."

Officials at A. P. headquarters in New York, when questioned regarding reports from Los Angeles that the West Coast Press-Radio Bureau was offering an amplified service to its clients at $60 a month and permitting commercial announcements before, during and after the news, declared that they were assured that this was not being done. If such use were to be made of A. P. news, it was added, it obviously would be in violation of the by-laws of the association and steps would be taken to stop the practice. In all other respects A. P. expects to continue for the balance of the year its service to both of the Press-Radio bureaus as contemplated in the report of the Publishers National Radio Committee, adopted at the ANPA convention in April.

In the field of station news operations, WXYZ announced that effective on June 3, it began broadcasting five daily and one Sunday news reports supplied by U. P. for use locally and over the Michigan Network of seven stations, of which WXYZ is the key. H. Allan Campbell, WXYZ director of sales, completed the arrangements for the service and the Michigan Network is using one 15-minute broadcast which is sponsored by Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer); three ten-minute broadcasts and one five-minute bulletin service.

Copy for the broadcasts is prepared in the Detroit bureau of the U. P. and is dispatched to the station by special messenger. The bureau also supplies CKLW, Detroit-Windsor.

Transradio Sued

ANOTHER Transradio development was the filing of a suit by Wythe Williams, Paris correspondent, seeking $5,000 allegedly due him as compensation. Mr. Williams has been serving as chief European correspondent for Transradio, and his suit alleges that the amount is due him for services between December of last year and March of 1935.

Launching of a Washington radio news service by the National Service Syndicate, correspondents for a number of small newspapers, was announced June 8 by Don Tait, Washington newspaperman. He said the service offers Washington coverage of events of local interest, along with a tri-weekly radio column and query service. A minimum monthly charge of $12.50 has been established.

West Coast Situation

LATEST developments in the radio-news setup on the Pacific Coast still finds the situation unsettled.

Hollywood Radio News Association, which will supply news of Hollywood to radio station members throughout the country, is scheduled to get under way June 15 with 24 stations said to be signed. Service is to be thrice weekly, and negotiations are under way with Press Wireless Inc., San Francisco, to permit shortwave distribution of material to member stations. Bernard J. Bilson, New York advertising man, heads the organization, with Henry Rogers as business manager. Charge to member stations is based on total operating costs apportioned among members, with the service costing considerable less when 50 or more stations are signed up. Press-Radio is also negotiating with Press Wireless in San Francisco for a three-a-day shortwave Pacific Coast and interior distribution.

American Broadcasters' News Association, with headquarters in San Francisco and Oakland, and headed by Frank P. Wright, claims to have signed some 29 stations in the West. ABNA, a profit-sharing service, is scheduled to start functioning July 1.

Indicating the completely changed attitude of the press in some localities was the affiliation concluded by WPRO, Providence, with the *Providence Journal* and *Bulletin*. These newspapers have completely turned about, and are now offering full facilities for the broadcasting of news, enabling WPRO to put on four 15-minute news periods daily in addition to its nightly *Five Star Final* news dramatizations.

KSD Appoints, Expands

ANNOUNCING expansion of its local staff KSD, St. Louis, on June 4 also announced the appointment of Free & Sleininger Inc., as national station representatives. KSD was formerly represented by Edward Petry & Co., Ray C. Jenkins, commercial manager of KSD, made public the following appointments: Gene Stafford, formerly with NBC and CBS and lately with the old ABS, as program director; Mario Silva, formerly with the NBC Artist Service, as musical director and J. F. Eschen, formerly with the Dalzell Sound Recording Studios, as production director.

"Princess" Sues KMTR

KMTR, Hollywood, was sued May 29 by "Princess Zoraida", psychologist, palmist and spiritual advisor, through D. Brandon Bernstein, attorney, for purported refusal to let her go on the air after she allegedly had paid for the time. She asks damages totaling $51,197.25.

Mayfield Photo

JUST OFF THE PRESS!

The Primary Airea Map just released includes a breakdown by counties of families and radio sets in the WHIO territory. Copy may be secured by addressing J. L. Reinsch, Commercial Manager, Radio Station WHIO, Dayton, Ohio.

POWER
PROGRAMS
PUBLICITY
building new radio favorite in Ohio

A recent telephone survey by The Geyer Company showed 66% of the interviewed listeners tuned to WHIO—another tangible proof that there is a new radio favorite in Ohio.

Latest R.C.A. high fidelity equipment and 1000 watts power day and night, give WHIO a primary area that includes 13,600 square miles, with 604,695 families owning 474,250 radio sets.

As a member of the basic NBC red network, WHIO now carries 23 nationally famous programs. Extensive publicity in *The Dayton Daily News, Springfield News* and *Sun*, has quickly developed a listener loyalty that WHIO advertisers are converting into sales.

Renewals of the Rike-Kumler Company, Dayton's largest department store, and the Metropolitan Company, largest men's store, are evidence that retail sales show a profitable increase as a result of WHIO advertising.

Increase *your* sales in the WHIO territory. Write today for suggested program and merchandising ideas.

MIAMI VALLEY BROADCASTING CORP.
39 South Ludlow Street, Dayton, Ohio

A dramatic story of dimes that sell for $100— dollars worth $2500 and a program on WSM!

FULTON, Missouri: Farmer's wife raises enough to meet payment on mortgage when she discovers she has received from a storekeeper three premium coins worth $140!

Touring with his family, Mr. B—— buys a blanket from a roadside Indian Chief, grumblingly accepts old fashioned half dollar in change. Daughter compares it with premium coin in catalog, finds it worth $400!

Rare coins bring Big Prices. Max Mehl paid $2500 cash for an 1804 Dollar.

Reduced to panhandling after losing his job, man shamefacedly panhandles his first dime—discovers that it is worth from $100 to $300, enough to give him a new start!

Man in Burlington, N. J., sells single penny for $900 . . . ticket seller in Waycross, Ga., receives in change coin worth $1200 . . . man in Philadelphia buys a cigar, gets back coin worth $200!

Such, in brief, are the stories that form the history of the Numismatic Co. of Ft. Worth, Texas. The manager is B. Max Mehl. Known far and wide as "The Texas Money King," Mr. Mehl thirty years ago established the organization which is now recognized as the largest rare coin firm in America. Half of all banks in this country have bought and used his "Rare Coin Encyclopedia," and his total volume of business exceeds $200,000.00 a year.

Enter WSM

With a business dependent almost entirely upon his ability to arouse interest in old coins, Max Mehl bears down hard on media—bearing down, discovered WSM. On November 5, day after one of the first Max Mehl-WSM broadcasts, Mr. Mehl wired CONGRATULATE AND THANK YOU AND THE PRINCIPALS FOR SO EXCELLENTLY PUTTING ON MY PROGRAM, and in January, 1935 followed a contract from Guenther - Bradford authorizing a series of thirteen 15 - minute broadcasts to go on the air once a week.

Watch your change for 1913 Liberty Head Nickel worth $50.

Results

What percentage of Max Mehl's shipments (70,000 a year) have their origin in WSM-produced inquiries we cannot say. The inquiries went direct to Mr. Mehl and, this being his busy season, tabulations are not available. Here, in part, is what Mr. Mehl says:

"It will undoubtedly interest you to know that inquiries from radio are a trifle better, or in other words obtained at a lesser cost per inquiry than from any other source.

"WSM has proven very satisfactory. It ranks on my list among the very best stations and media I am using this season . . . The fact that I have been on your station constantly is about the strongest evidence of the quality and value of WSM."

1894 "S" Mint Dime worth between $100 and $300. Many in circulation today.

Professional approbation, most times withheld, sometimes breaks through. Recently wrote an agency man: "Congratulations on your dramatization of the Max Mehl program and especially for the way commercials were handled. The program last night was swell!"

WSM 50,000 WATTS

COMPLETE PRODUCTION FACILITIES

Edward Petry & Co., Inc., National Representatives

Owned and Operated by the

NATIONAL LIFE & ACCIDENT INSURANCE CO., Inc., NASHVILLE, TENN

WORLD

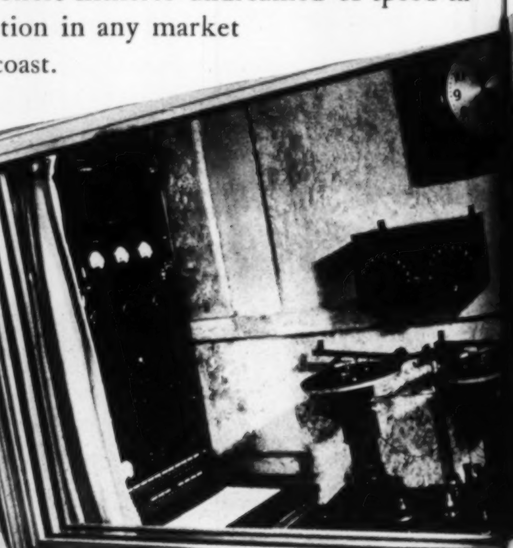
WORLD
PROGRAM
SERVICE

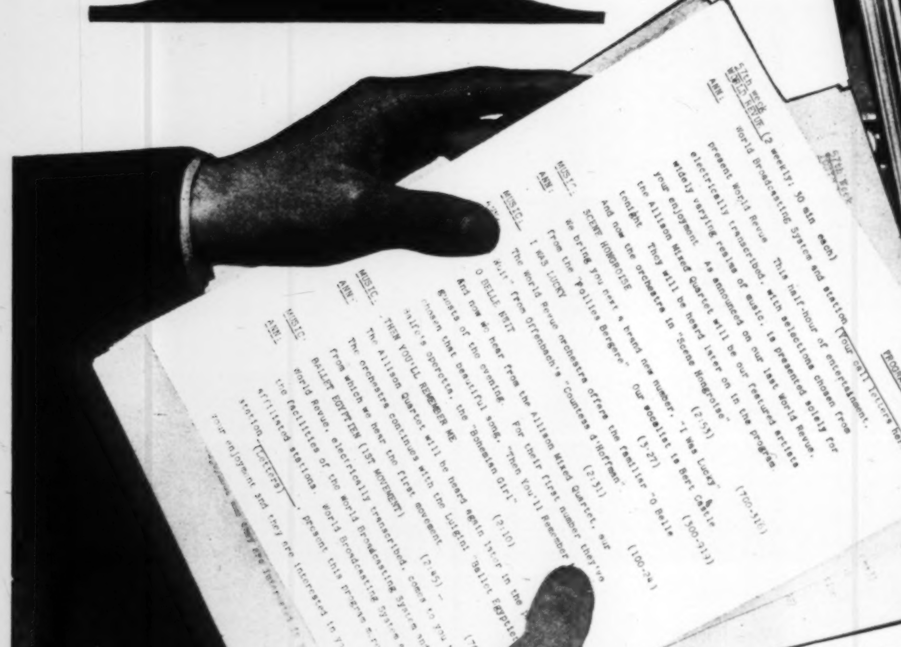
WIDE RANGE

SUPERB PROGRAM QUALITY

COMP
in

The photographs on this page illustrate some of the ny perf
equipment of a remarkable new service. The sciencroadca
has created nothing finer. But no less startling than rillian
the result is the EASE and ECONOMY which it off adver
to go on the air. It reduces production costs of the firogra
a nominal figure. It gives the advertiser an almost ited c
of material. It enables him to use this material in ombin
weaving into it whatever is desired to give individuality e prog
And finally it offers hitherto undreamed of speed in
getting into action in any market
from coast to coast.





57th Week
WORLD REVUE (2 weekly; 30 min each) PROGRAM NO. 100

ANN: World Broadcasting System and station (Your call letters here)
present World Revue. This half-hour of entertainment,
electrically transcribed, with selections chosen from
widely varying realms of music, is presented solely for
your enjoyment. As announced on our last World Revue,
the Allison Mixed Quartet will be our featured artists
tonight. They will be heard later on in the program.
And now the orchestra in "Scene Hongroise"

MUSIC: SCENE HONGROISE (2:53) (700-316)

ANN: We bring you next a brand new number, "I Was Lucky"
from the "Follies Bergere". Our vocalist is Bert Castle

MUSIC: I WAS LUCKY (3:27) (300-213)

ANN: The World Revue orchestra offers the familiar "O Belle
Nuit" from Offenbach's "Countess d'Hoffman".

MUSIC: O BELLE NUIT (2:31) (100-2

ANN: And now we hear from the Allison Mixed Quartet, our
guests of the evening. For their first number they've
chosen that beautiful song, "Then You'll Remember Me" from
Balfe's operetta, the "Bohemian Girl" (2:10)

MUSIC: THEN YOU'LL REMEMBER ME

ANN: The Allison Quartet will be heard again later in the
The orchestra continues with the Luigini "Ballet Egyptien"
from which we hear the first movement (2:45) — (700-

MUSIC: BALLET EGYPTIEN (1ST MOVEMENT)

ANN: World Revue, electrically transcribed, comes to you through
the facilities of the World Broadcasting System and
affiliated stations. World Broadcasting System and
station (Letters) ____, present this program solely for
your enjoyment and they are interested in your reactions.

ABOVE: This service overlooks nothing to make it complete. Every program is matched with a vivid continuity prepared by expert radio showmen. This can be adopted in whole or in part according to the needs of advertisers and station managers.

MEETS TE

Flexility

World Program Ser a co
to-the-minute equipm with
program material inst availa

WORLDBI

50

Other offices at: W. Ma
SOUND STUD F NEW

PLETE
every detail!

the r perfected
cienc roadcasting
than rilliance of
it off advertisers
the fi rograms to
most ited choice
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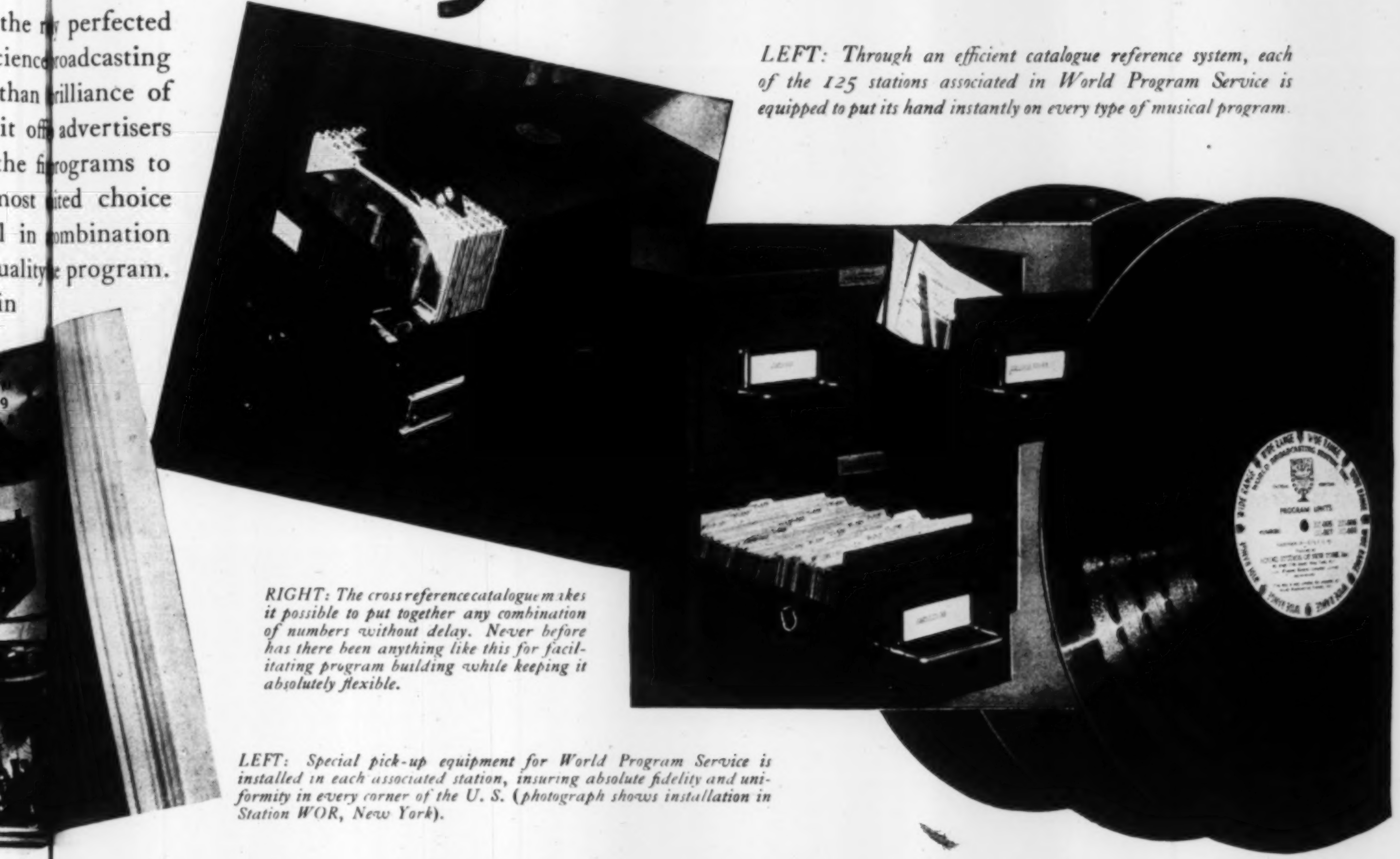

LEFT: Through an efficient catalogue reference system, each of the 125 stations associated in World Program Service is equipped to put its hand instantly on every type of musical program.

RIGHT: The cross reference catalogue makes it possible to put together any combination of numbers without delay. Never before has there been anything like this for facilitating program building while keeping it absolutely flexible.

LEFT: Special pick-up equipment for World Program Service is installed in each associated station, insuring absolute fidelity and uniformity in every corner of the U. S. (photograph shows installation in Station WOR, New York).

ABOVE: The recording equipment is matched with the vertical pick-up equipment—these together with the processing of masters and the acetate pressings from the masters are all part of Wide Range Vertical Recording developed by Bell Laboratories. This is the equipment of World Program Service.

TE TWO GREAT NEEDS:
exility and Economy

n Serv a combination of up-
equipm with a vast variety of
al inst available to provide an
all-round vehicle for going on the air, nationally or locally. Let us give you AN AUDITION and FULL INFORMATION!

LDBROADCASTING SYSTEM INC.

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Danger Signals

IF ADVANCE signs mean anything, the NAB convention which will meet in Colorado Springs early next month will be fraught with internal strife. A repetition of the copyright events of three years ago, when ASCAP forced the percentage contracts down the throats of broadcasters, seems to be in the offing. Copyright is certain to start a battle with renewed "sold down the river" accusations from independents. There will be the charge that ASCAP has succeeded in splitting the industry on the copyright issue just as it did three years ago.

But copyright is not the only dollars-and-cents problem. There is much feeling about the FCC campaign to restrict advertising of numerous products and services. The complaint is not so much against the elimination of accounts as it is against the fact that no yardstick has been provided by which a broadcaster, or even an advertiser, can determine in advance whether a product falls within bounds. He has to take his own chances and risk a citation on renewal of his license.

The demise of NRA and along with it the scrapping of the broadcasting industry code presents another problem. This should not be hard to solve, however, for the industry has derived real benefits from the code trade practice provisions. They should be adhered to voluntarily. Otherwise there inevitably will reappear those chiseling, rate-cutting and other practices which discredited radio and lost money as well as self-respect for broadcasters.

Other disconcerting developments have been the projects of newspaper stations and of local independents to form their own organizations, ostensibly to be affiliated with the NAB. These movements do not have in mind, it is said, defections from the NAB. But that is always the danger, particularly at a convention already loaded with "dynamite".

It would be tragic if a split developed in the NAB. On big issues the broadcasters always have stuck together, and by presenting a united front, have won. If other trade associations are formed by groups within the industry which feel that their "peculiar problems" warrant it, the result probably will be disastrous. There is no single group in broadcasting that can be regarded as strong enough to withstand the political, reformer and other attacks that have besieged radio in the past and that are certain to come in the future. The NAB has proved itself a strong organization on these issues because it has been representative of the whole industry—locals, newspaper stations, clear channel outlets and networks alike. Destroy that united front and the industry will become so vulnerable that we shudder to think what might happen.

"League for Decency"

WHAT unmitigated gall is the latest propaganda of a new self-annointed Messiah for radio calling itself the "National League for Decency in Radio", with headquarters in New York! It is in no way connected with the organization devoted to the movie cleanup campaign in recent months. Its letter-head says it is "in process of formation". Except for the signature of one Marguerite M. Martin, as "acting secretary", none of its sponsors is made known.

Yet this "organization", whose own literature reveals it announced its "purposes" on May 10 takes credit unto itself for the CBS announcement of program policies—an announcement which came on May 13 after months of consideration.

The usual line of attack on "power trust" domination of broadcasting is taken in the "League's" literature, which asks recipients to become "members" simply by signing a card. It looks to us as though someone is trying to build up another sucker list for any one of several anti-radio lobbies whose motives are well known to be self-aggrandizement.

Is There Censorship?

WE HAVE felt all the time, along with most operators of radio stations, that the oft-repeated charges of FCC program censorship were mere poppycock. But we must confess to some misgivings now, at least as to the intentions of some of the FCC personnel, since the disclosure of the memorandum to all FCC field inspectors ordering them to become virtual "program detectives".

If the subject were not such a touchy one in these days of fears of dictatorships, the situation would be comical. How any FCC official, high or low, could order a technician in the field, who is supposed to know only his watts and wave lengths, to judge libel and slander upon government officials, let alone the merits and demerits of various types of programs, is beyond our imagination.

The memorandum, published in full in this issue, shows the FCC in a particularly unfavorable light. It comes at a time when the atmosphere teems with suspicion and charges of censorship and the suppression of free speech over the air. In the past there has been no substantiation of these allegations. Our investigation of the present matter elicits the assertion that the FCC members themselves had no knowledge of the memorandum or its contents.

Nevertheless, the FCC is responsible when its personnel oversteps authority. The field force obeys the orders of its immediate superiors and presumably these orders still stand. The episode is altogether inexcusable. When a governmental agency makes legal investigators and program censors out of its engineers and subordinate officials, it seems time to take inventory and do a little reassigning of work. Even the FCC must remember that there is a law on the books which prohibits the censorship of radio programs.

The RADIO BOOK SHELF

IF THE AUTHOR of *Politics and Radio Regulation* could have perceived the woods as well as the trees his article might have arrived at a destination. As it is, it gets nowhere. The author is E. Pendleton Herring, and his article was published in the *Harvard Business Review* for January, 1935. The author advocates a government network, insists that this would "not mean that the government in power would use the radio to consolidate its own control," maintains that "all sides of all public questions would be given a hearing" and believes that this could be done by setting up a network such as the British one, in competition with the commercial broadcasters.

His assumption that the BBC could be duplicated in this country betrays an utter ignorance of American political psychology. Nor does he seem to realize that the BBC maintains its benign impartiality only by almost complete avoidance of controversy. Imagine either the BBC or an American government network putting on the Coughlin-Long-Johnson debate. The author also does not seem to be familiar with the impartiality of public discussion which the advertising-supported press has achieved in contrast to the political pamphleteering period of the late 18th and early 19th centuries.

If the author had been more familiar with the problems of program building, broadcasting economics, the actual operation of the broadcasting structure, and the general program service rendered by commercial stations, as well as of *all* of the political, social and economic cross currents in the field, rather than merely some of them, the article would have been more profound. However, it is merely earnest.

TEXTS of the addresses and discussions at the fourth annual assembly of the National Advisory Council on Radio in Education, of which Levering Tyson is executive director, are contained in the volume *Radio and Education 1934* just published by the University of Chicago Press, Chicago ($3). The conferences took place last October, with leading figures in various walks of life expounding their views on radio as an art and social force.

We Pay Our Respects To —

REGINALD McLAREN BROPHY

THE OLD SAW about a chain being no stronger than its weakest link does not apply to the business of broadcasting. A radio chain is as strong as its combined links. For this reason the Station Relations Department of a network is of supreme importance. And the manager of that department is a key figure who must have a thorough-going knowledge of radio.

These factors led the NBC to choose Reginald McLaren Brophy for the post of manager of station relations when Donald Withycomb resigned last winter to take over the management of the new WFIL, Philadelphia. Brophy has had 16 years of experience in radio, and it has included every angle of the business from working in a radio factory to being an operator and a station director.

Brophy was born in Montreal June 6, 1900, and educated in the local schools. When he was 19 he obtained a radio operator's license, but his first real job was at a work-bench in the Canadian Marconi plant. That was in 1919, at the very dawn of broadcasting history, and one of his first assignments was to work on the construction of CFCF, the pioneer Canadian Marconi Montreal station.

During the next five years, Brophy was transferred from one department to another, until he had worked in every branch of radio manufacturing. This prepared him for the next step upward and in 1924 he was appointed supervisor of CFCF, which he had helped to build, and assistant sales manager of Canadian Marconi Co.

Next came the job of sales manager, which included direction of the company's advertising, and then assistant general manager. About this time, the NBC found itself in need of a man with Brophy's exact qualifications, and he was brought to Radio City as assistant manager of station relations under Mr. Withycomb, a fellow Canadian. He was promoted to manager of the department when his predecessor resigned.

With his background, Brophy is familiar with all sides of the industry—technical, business, manufacturing, sales, advertising, and both station and network operation. He understands the problems of the NBC associated stations, as well as those of the NBC, and it is his job to maintain in balance their mutual responsibilities.

Since Brophy's appointment as manager, the station relations department has been considerably expanded. He has inaugurated a plan whereby Radio City and the network stations are kept in much closer touch, and there is a constant exchange of information passing between them.

Under a new system already being put into operation members of the department are now touring the entire country on regular schedule, calling on station managers to discuss mutual problems, and eventually the plan will be so set up that each of the stations will receive a personal call from an NBC representative at least once every two months.

Since all these representatives are men of long experience in radio, and most of them have been station managers themselves, Brophy feels that this frequent personal contact will serve to keep network and associates in closer understanding and cooperation. One of his latest deals, in collaboration with Vice President Frank Mason, was the conclusion this week of negotiations to link WXYZ to NBC to replace WJR which goes to CBS in September.

Brophy himself can be recognized as a man of action at a glance. He is wiry, quick in movement, and his mind works rapidly. He frequently is in his office at night, but this overtime effort doesn't both him. In fact, he finds that after regular hours, when his phones have stopped ringing, is the best time for planning ahead, for anticipating the problems of the future.

Being a Canadian, it is not unnatural that one of Brophy's hobbies is skiing. His other hobbies are reading—and radio. He resides in New York City with his wife, the former Margaret Poole, of Montreal, to whom he was married in 1928. His clubs are the Canadian Club, the Marlborough Golf and Country Club and the Rideau Club, all of Montreal.

PERSONAL NOTES

WILLIAM McGAFFIN, formerly photo mat editor, has been appointed radio editor of the Associated Press. Prior to joining the A. P., McGaffin was with the *Omaha World-Herald*. He succeeds Charles E. Butterfield who has held the job for 7½ years. Butterfield becomes wire photo editor. Between 200 and 250 newspapers print the A.P's daily column.

D. E. (Plug) KENDRICK, general manager of WIRE, Indianapolis, has departed with Mrs. Kendrick for a six-week vacation, touring about the country. He has been in ill health recently and his physicians prescribed a long rest.

HAYDN R. EVANS, former Cincinnati advertising man, has joined the NBC Chicago sales department. After two years with the Ralph H. Jones Adv. Agency and another two with the Venable-Brown Agency, both of Cincinnati. Evans started his own agency in 1929, which he continued until joining NBC.

RICHARD C. PATTERSON, JR., executive vice president of NBC, was expected to return to New York about June 15 after a two-week inspection trip to NBC stations in the South and Midwest.

GEORGE M. BURBACH, director of KSD and advertising manager of the *St. Louis Post-Dispatch*, and Mrs. Burbach will sail July 5 on the *Bremen* for a cruise to Norway and Sweden.

L. A. BENSON, director of WIL, St. Louis, as a member of Moolah Temple, and Wylie P. Harris, manager of WJDX, Jackson, Miss., as past potentate of Wahabi Temple, attended the national Shrine conclave in Washington the week of June 10.

PAUL WILSON has resigned from the NBC Chicago sales force to become Chicago manager for Screen Broadcast Corp., a new concern dealing with motion picture advertising.

LINCOLN DELLAR, of the sales staff of KGB, San Diego, has taken a similar position with Radio Sales Inc., sales affiliate of CBS in New York. Prior to his connection with KGB, Mr. Dellar was the advertising director of *Motorland*, and later served as a publishers' representative in San Francisco.

WALTER J. NEFF, sales manager of WOR, Newark, has been named chairman of the house committee of the Advertising Club of New York.

JAMES L. PROFFITT, attorney of Christiansburg, Va., has joined the law offices of George O. Sutton, Washington radio attorney.

HAROLD B. YUDKIN has been promoted to sales director of WMBG, Richmond, Va.

DEE MACK, formerly of KSL, Salt Lake City, and KYA, San Francisco, has joined the sales staff of KHJ, Los Angeles, and the Don Lee network, as an account executive.

LLOYD VENARD, formerly of Stearn Adv. Co., Cleveland, has been named sales promotion manager of WGAR, Cleveland.

SAMUEL ROSENBAUM, president of WFIL, Philadelphia, is the father of a girl born in May. Mrs. Rosenbaum is the former Edna Phillips, first harpist of the Philadelphia Symphony.

R. C. WIGGINS, commercial representative of WBRC, Birmingham, has resigned to accept a post with the Federal Emergency Relief Administration.

OWENS DRESDEN, manager of KMTR, Hollywood, resigned May 30.

BEHIND THE MICROPHONE

PHIL LAMAR ANDERSON, veteran newspaperman and writer, has joined the continuity staff of WLS, Chicago. Lamar, who has spent the last five years with the *Rochester (Minn.) Post-Bulletin*, is the author of *Court House Square*, a novel.

DON AUSTIN, formerly with KPCB and KOL, Seattle, has joined the announcing staff of KOMO-KJR, Seattle.

TED GRIZZARD, formerly of KTAT, Fort Worth, has been named program director of WLAP, Lexington, Ky. He was succeeded by H. A. Paget, globe-trotter and newspaperman.

JACK ABBOTT, after two years absence, has returned to KROW, Oakland, Cal., as announcer. Ronald Bennett, new to radio, has also been added to the announcing staff as news commentator. Gordon Willis, formerly with KROW, has joined the announcing staff of KGGC, San Francisco, succeeding Reed Pollock, who has gone to KJBS, in that city.

WILLIS PARKER, William Mayer and Ralph Edwards have been added to the production and continuity staff of KSFO, San Francisco. Edwards is also announcing and mastering-the-ceremonies for the station's newest feature, *Saturday Night Revue*.

SYLVESTER (Pat) WEAVER, has resigned as production manager in charge of commercial programs at KFRC, San Francisco and on June 8 sailed aboard the liner *Pennsylvania* for New York.

JAMES GORDON, announcer at WDSU, New Orleans, was awarded the announcer's loving cup donated by Bernard & Grunning, New Orleans jeweler, for polling the most votes in an announcer's popularity contest conducted by *Radiotime*.

DICK WHITNEY, formerly with Kansas City and Minneapolis stations, and Edward Linn, formerly of WLW, Cincinnati, have joined WXYZ, Detroit.

ROSE HELEN BINK has returned to the studio staff of WTMJ, Milwaukee, after an absence from radio of several years. Florence Martin, WTMJ singer, has joined NBC.

WENDELL PARKER, for five years assistant radio editor of the *Detroit Times*, has joined the publicity staff of WXYZ, Detroit, and the Michigan Network.

JAC HUYLER, former announcer of WOR, Newark, as Jack Hoffman, on June 1 joined the staff of KMTR, Hollywood.

RAYMOND SCUDDER, of the NBC continuity staff in New York, is the author of the new *American Adventure* historical series started as a sustainer on the NBC-WJZ staff June 10, with Stanley High as commentator.

FELIX ADAMS Jr., formerly of WSPD, Toledo, has joined the announcing staff of WWVA, Wheeling, W. Va., and has been succeeded by Howard Donahoe, formerly WSPD program director. Walter Patterson has been promoted from announcer to program director of WWVA.

ARTHUR WHITESIDE, formerly of WIS, Columbia, S. C., has joined the announcing staff of WMAZ, Macon, Ga., replacing Robert Armstrong, resigned, who has joined WFBC, Greenville, S. C. Solon Couch, Macon radio news reporter, also has joined the WMAZ staff.

TED EPSTEIN, announcer at WCAE, Pittsburgh, is to be married June 30 to Ethel R. Lieblich, Pittsburgh school teacher.

EDWARD KRUG, formerly announcer, production man and writer for WGR and WKBW, Buffalo, and ABS, as well as narrator for Paramount News and continuity writer for WNEW, Newark, has joined WJAS and KQV, Pittsburgh, as publicity director and announcer.

TONY WAKEMAN, former sports and special events announcer for the old ABS, and sports narrator for Paramount News, has returned to Pittsburgh to take charge of sports and special events for KQV and WJAS.

CLIFFORD T. MARSHALL, composer and arranger, recently of WCAE, Pittsburgh, has returned to the musical staff of WINS, New York.

TOM POWERS, Yankee Network announcer, is the father of a girl born June 3.

CHARLES BENSON, formerly of KMTR, Hollywood, has joined KFI-KECA, Los Angeles, as relief announcer during the summer.

JACK VAN NOSTRAND, continuity chief of KHJ, Los Angeles, was married May 29 to Julie Dillon, Los Angeles radio actress.

CHARLES BULLOTTI Jr., program manager of KGB, San Diego, was married late in May to Miss Betty Larkin in Los Angeles.

FLOYD MILLER, for two years with WKVW, Buffalo, has joined the announcing staff of WMCA, New York.

BRYSON RASH has joined the announcing staff of KMOX, St. Louis.

JERRY JOYCE, former music director at KFWB, Hollywood, has been named music head at KFAC, Los Angeles.

EDDIE DUNN, formerly of WFAA, Dallas, has been named publicity manager for Burrus Mill & Elevator Co., Fort Worth, and is heard daily over Texas Quality Network with the sponsor's *Lightcrust Doughboys*.

MARTIN WELDON, formerly with other New York stations, has joined the announcing staff of WINS, New York.

EUROPE'S only woman broadcasting engineer is Miss Natalie Piskor, on the staff of Polski Radio's station in Warsaw.

FLY TO RACES—At the Indianapolis auto race Memorial Day, with Eddie Rickenbacker as pilot, was this group from KWK, St. Louis. Left to right are Danny Seyforth, production manager; Mrs. John Harrington; John Harrington, assistant manager; Mrs. Robert Convey; Robert T. Convey, president.

W. L. HOPPES, manager of the broadcasting department of Electrical Research Products Inc., will leave New York June 21 to visit radio stations in the West prior to the NAB convention.

IN THE CONTROL ROOM

LYNNE C. SMEBY, formerly of KSTP, St. Paul, and in radio 17 years, has been named technical supervisor of WXYZ, Detroit, and WOOD-WASH, Grand Rapids. He had been with Twin City stations since 1921 and has designed and constructed a number of stations. Mr. Smeby is a member of the engineering committee of the NAB.

LIEUT. WIGGINS of the Australian Royal Air Corps and R. M. Bodenbach, engineer in the Australian government radio division, were shown through NBC's Chicago studios by Howard Luttgens, central division engineer, during their recent Chicago visit. They are making a world tour to study broadcasting methods in other countries.

CLYDE WEND, formerly of WJAY, Cleveland, has joined the engineering staff of WCKY, Covington, Ky.

RUSSELL D. LIGHTY, of Madison, Wis., formerly of WNEW, New York, and WTMJ, Milwaukee, has joined the control staff of WNAC-WAAB, Boston.

DAVID KEMPKES, NBC Chicago studio engineer, is on a month's leave of absence recovering from a chipped knee bone, result of falling from his horse. Harlan Oehler is subbing for Kempkes.

CARL ULRIC, chief engineer of WAAF, Chicago, is the father of a boy born this month.

GILBERT FAUST, formerly in charge of sound effects of the Jessie Bonstelle stock company, on June 3 joined the NBC Chicago sound effects department.

RAYMOND SOOY, RCA Victor Co. recording superintendent, was interviewed over the NBC-WJZ network May 20 by Howard Claney, NBC announcer, discussing old and new methods of recording as he has watched them since he joined the old Victor company in 1903.

FRANK V. BECKER, formerly with NBC, New York, has been named head of the engineering department of WFIL, Philadelphia, bringing along L. C. Pamphilon and A. Nygren.

BARNEY LAVIN, formerly of WHAD, Milwaukee, has joined the control staff of WDAY, Fargo, N. D., replacing Millard Dunkirk who has been named to the commercial department to handle advertisers service.

H. W. HOLT, formerly with WMAS, Springfield, Mass., will be chief engineer of the new WMFE, New Britain, Conn., which has been completed and is now testing.

DIVISIONAL engineers of NBC met in New York June 10 for the first general conference since NBC was founded in 1926. Business sessions were scheduled for the whole week, with a dinner Wednesday night. The divisional engineers are: A. H. Saxton, San Francisco; R. H. Owen, Denver; H. C. Luttgens, Chicago; F. E. Leonard, Cleveland; W. J. Purcell, Schenectady; A. E. Johnson, Washington; George O. Milne, New York.

CHARLES TOPMILLER, chief engineer of WCKY, Cincinnati, and Alma Ashcraft, WCKY network traffic manager and former singer and actress, were married in Covington, Ky., June 8.

H. H. LANCE, control engineer of WIRE, Indianapolis, is the father of an 8-pound son.

REPORTS are current in Europe that a powerful commercial station, like the longwave Radio Luxembourg, is going to be erected in Northern Africa to radiate advertising programs to Europe.

WWJ

DETROIT'S Outstanding Radio Medium

-Pioneer of America

WWJ is Detroit's leading radio station because it has never permitted the question of revenue to interfere with the excellence of its programs.

National programs are never cancelled to make time available for local commercials.

Some of WWJ's own programs are as outstanding as the best "network" programs.

Besides, WWJ was the first radio station in America to broadcast regular daily programs—a fact which Detroit people have not forgotten.

National Representatives
JOHN BLAIR & COMPANY
New York, Chicago, San Francisco, Los Angeles

The BILTMORE HOTEL *Los Angeles*

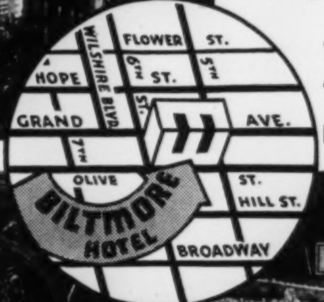
LARGEST, FINEST and most centrally located house in the city. All rooms with bath and circulating ice water. Between two beautiful city parks. The BILTMORE is in the center of the city's life.

SENSIBLE ROOM RATES—$3.50 Single; $5.00 Double

The BILTMORE BOWL is America's most colorful night spot. Two marvelous floor shows; dancing to the music of a nationally known orchestra; continuous entertainment from 7:30 to closing, and a wonderful dinner for $1.50.

The RENDEZVOUS is a night club in the afternoon. Also has two floor shows; dancing noon to six, luncheon for a dollar, and a tempting cocktail corner.

The LOUNGE, a charming spot where good fellows meet. The Biltmore operates six dining rooms, two of them featuring counter service.



THE BILTMORE BOWL, PICTURED BELOW, IS AMERICA'S LARGEST NIGHT CLUB.

DELEGATES TO THE N. A. B. CONVENTION

in Colorado Springs who extend their trip to Los Angeles will find a glad hand of welcome at the Biltmore Hotel. This house is convenient to Hollywood and all local points of interest. Los Angeles is directly on the way to the San Diego Exposition and Agua Caliente in Old Mexico.

Associated Hotels
U. S. GRANT in SAN DIEGO
AGUA CALIENTE in OLD MEXICO

Here it is!

The New Name in Program Service

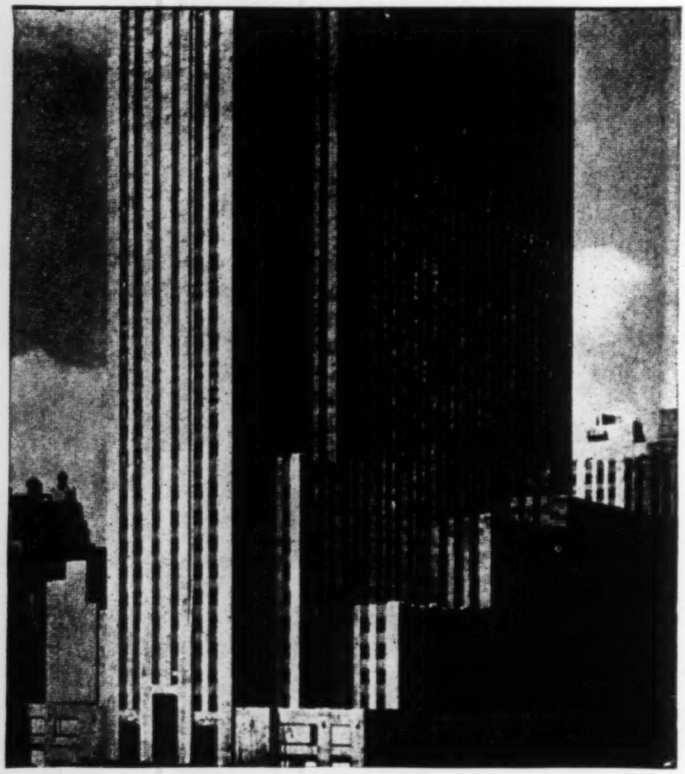
THESAURUS

A Treasure House of Recorded Programs

●

NBC will Exhibit and Demonstrate this New Service at the NAB Convention

Be Sure to See and Hear It



Public Operation Not Suitable Here, Says Anzac Chief

Private Broadcasters Get Bulk Of Audience, Bennett States

GOVERNMENT operation of radio as practiced in Australia would not be acceptable in this country, A. E. Bennett, president of the Australian Federation of Broadcasting Stations and chief executive of 2GB, Sydney, declared June 5 shortly after arriving in New York to study American broadcasting and purchase transcriptions.

"Twelve government-owned stations in my country offer the type of radio fare the Postoffice Department officials think they should have," Mr. Bennett said. "Fifty-five privately-owned stations command 75% of the listening audience with the type of entertainment the owners think the dialers want to hear. The Government broadcasts have an educational duty to perform, but the listeners show little interest in being educated by radio. The programs are dignified—and dull.

Stifles Critics

"ACTUALLY, the Government system is a boon to commercial operators. It keeps the wailing crusaders off our necks and leaves us free to produce programs without interference from outsiders. There are several elements in the system which keeps it from being acceptable in the United States. Heading the list is the fee which our government would have to charge to keep a chain in operation. The Anzacs pay the Postoffice Department the equivalent of $4 a year for the 'selective' radio fare, while Americans would balk at paying a mandatory fee because radio entertainment always has been presented gratis.

"The alternative in America is to create an endowment fund so that the educational factions can own their own stations. Then they can blow off steam; operate at a loss, and withdraw from the radio field, much the wiser for their experience. Australian commercial stations operate along similar lines to American stations. Good taste in entertainment and commercial blurbs pays dividends. Anzacs have come to accept the necessity for advertising to the extent that they offer no strenuous objections when operators give as high as 20% of the air time to commercial announcements.

"The Australian Postoffice Department does not exercise any censorship over the commercial stations nor does it revoke licenses with any more alacrity than does the FCC in the United States.

"The chief difference between the systems is that there are no networks 'down under'—a situation which is just beginning to change. Metropolitan stations are finding it necessary to link with country stations to give prospective advertisers the coverage they demand and give listeners in all parts of the country a chance to hear the cream of the programs. One advantage Anzacs have is that their stations stick closely to the schedules that have been prepared and announced in advance. Another advantage we have is that we don't allow the women to run the country, dominate the men, or get too much of a foothold in radio. We have few women announcers and when they do appear on a program a man always is on hand to assume command.

"Affected speech is just as distasteful to Australians as it is to Americans. Our listeners abhor a 'rank' Australian accent. They prefer a cross between the accepted Australian and Oxford accents. Above all they want to hear a real man who is natural and sounds like he is a 'good fellow'."

Mr. Bennett asserted that the bulk of his people prefer American popular music to the classics and are showing a decided leaning toward radio drama. Much of Australia's radio fare is imported from Hollywood and Los Angeles, and the ether executive is now in Hollywood buying his yearly quota of electrical transcriptions, which numbers approximately 3,000.

Improvement Is Claimed By Radio Institute in Programs for Children

MARKED improvement in programs for children is noted by the Radio Institute of the Audible Arts following a survey by a special radio committee of the Child Study Association of America, of which Sidonie Matsner Gruenberg is director.

A more constructive approach to child broadcasts is revealed in the report of the Institute, founded by Philco Radio & Television Corp. In a study *Radio and Children* prepared for the Institute by Mrs. Gruenberg, it is urged that parents study the problem from the standpoint of the particular child.

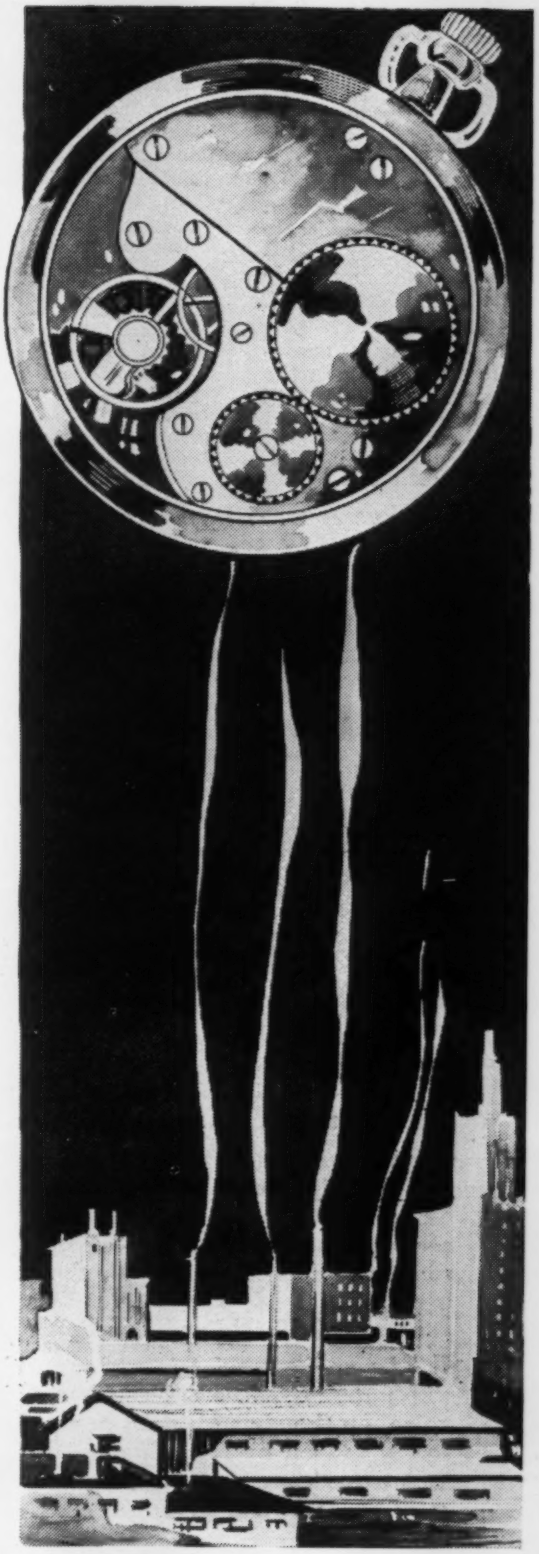
Mrs. Gruenberg suggests that parents make positive use of radio, instead of suppressing it, running away from it, or merely tolerating it. She points out that "radio is one of the instruments through which the growing individual can share the experience of others and so grow in stature and understanding. It is for parents to recognize that there are values here, notwithstanding frequent crudities or extravagances."

The committee lists the following typical children's programs presented by the major networks, which seem to meet the suggested standards of emotional emphasis, good taste, truthfulness, attitudes and sentiment, language and quality, and advertising: Singing Lady, Nursery Rhymes, Terry and Ted, Roses and Drums, Buck Rogers, Bobby Benson, Billy and Betty, Let's Pretend, Radio Theatre, Junior Radio Journal, The Puzzlers, and Chats About Dogs.

Leonard Cox at KNX

LEONARD E. L. COX, former program director of WOR and WABC and former commercial program director of WJZ, has been appointed program director of KNX, Hollywood, according to an announcement June 6 by Guy Earle, Jr., president. Among the productions credited to Mr. Cox are *Fred Allen's Bath Club Revue*, *Main Street Sketches* and *A Night in Tony Pastor's*.

the same Accuracy



EVER since the watch was invented it has been the symbol of the ultimate in accuracy. Every part is constructed with the utmost care and precision. Only the best workmanship is used in building the timepieces of the world.

Accuracy is the creed of every watch manufacturer.

The same accuracy that is required in the making of a watch, is vital in the production of the news report of the UNITED PRESS. Just as the watch manufacturer employs only highly skilled artisans, so does the UNITED PRESS. Its writers stationed throughout the two hemispheres are highly trained and competent newspapermen of long experience.

Accuracy is their creed.

UNITED PRESS

New York

Sell Where There's

MONEY!

A recent Brookmire Sales Map of the U.S. estimated that consumer income in Wisconsin would increase 25% in 1935 over 1934—more than in any other state and twice the U.S. average.

One — and only one — radio station covers the Milwaukee-Wisconsin market thoroughly—

WTMJ

The Milwaukee Journal

Representatives—ED. PETRY & CO.

KVOS News Trial Set

TRIAL of the case of the Associated Press vs. KVOS, Bellingham, Wash., involving the right of radio stations to broadcast news published in newspapers once the papers are sold, has been set for Sept. 3 by the Circuit Court of Appeals at San Francisco. Final briefs are due Aug. 25. The appeal is from the decision of the Federal District Court in Seattle upholding the right of stations to broadcast such news as an ultra-modern means of dissemination. The Associated Press was joined by the United Press, and John W. Davis is expected to be their chief counsel. Former Senator C. C. Dill has been retained as chief counsel for KVOS, with any stations having contributed to the fund to defray the cost of the litigation. The trial may be held in Seattle rather than San Francisco.

EQUIPMENT

UNTIL a complete new setup is installed in new quarters in the autumn, WFIL, Philadelphia, is using a composite control room with the aid of new RCA and Western Electric equipment which has just been purchased to overcome technical handicaps arising from use of an OP-4 amplifier which had been hastily assembled. Engineer Frank Becker has designed a temporary layout with three working channels and one spare. Program quality has been improved and technical errors now are negligible. Relays are operated by set-up buttons, eliminating patchwork.

WPRO, Providence, reports the completion of its new studios and transmitting equipment. Studios in the Metropolitan Theater Bldg. are supplemented by the use of the 3,500-seat theater for big broadcasts. Control room is fully equipped with Western Electric speech input apparatus.

RCA MFG. Co. Inc. has moved its San Francisco office to 170 Ninth St.

NEW WMT RADIATOR — Just completed, th's new International-Stacey self-supporting tower with high-capacity crown gives WMT a quarter-wave radiator. The high-fidelity RCA transmitter is housed in this new building located between Cedar Rapids and Waterloo, Ia., to cover both cities.

AMPERITE Corp., New York, has introduced a new high-impedance velocity microphone which operates directly into the grid, eliminating the input transformer. Such features as natural reproduction without peaks and elimination of feedback are retained. Ordinary carbon volume controls can be used as mixers and special low capacity coupling is used for the microphone lead up to 30 feet. For longer lines compensation or lower impedance velocities are advised.

WCNW, Brooklyn, has completed new studios and an auditorium, with formal opening planned for the near future. Air conditioning and streamlining are built into the new studios. Announcing the completion, Arthur Faske, owner-director, said he had applied to the City of New York for permission to install wires connecting with the municipal network. He foresees growing development of the community-station idea with a central radio board for local emergencies and important civic messages.

NEW monitoring and pre-amplifier equipment are being put into operation by WFAA, Dallas, in its installation of complete RCA 50 kw. high-fidelity equipment. One velocity and six inductor microphones have been added, replacing the condenser type. High-fidelity plant and studio connecting lines have been in operation for some time. Installation will be completed in late July.

A PUBLIC ADDRESS system powerful enough to blanket an area 10 miles square is being operated by Associated Oil Co., San Francisco, at the San Diego exposition. Seven stations are connected with 156 loud speakers.

WMFR is the call assigned to the new station authorized to J. A. Hart and Wayne M. Nelson, at High Point, N. C., 1200 kc., 100 watts, daytime.

• • Exclusive • •
JOHN BLAIR & CO.
Station Representatives
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Here's why we waited...

¶ For many years WEEI gave New England listeners the finest NEWS BROADCASTS in the United States. It was NEWSPAPER news broadcast direct from NEWSPAPER studios by NEWSPAPER men. Prepared especially for radio, it embraced important events and items of human interest that were local, national and international in character.

¶ When the papers and news gathering agencies decided to quit radio, WEEI bided its time, believing it wise to do nothing until it could provide a news service as complete as the one for which it was so favorably known.

¶ NOW—the NEWS is back! NEWSPAPER NEWS from NEWSPAPER studios, gathered, edited and broadcast by NEWSPAPER men.

¶ WEEI is broadcasting five daily and two Sunday periods of NEWS direct from the Boston *Herald-Traveler* studios. This was accomplished by purchase of the United Press franchise for Boston, and an arrangement for the exclusive use of the news gathering facilities of Boston's leading morning and afternoon newspapers, *The Herald* and *The Traveler*.

¶ The entire service is under the personal direction of the man who popularized news broadcasting in New England. His cheerful voice, on the air with news at regular intervals for years, had been sorely missed by New England listeners. This newspaperman of long experience is now a member of WEEI's staff.

¶ *Yes, indeed! The NEWS is back on*

Station **WEEI** Boston

There will be no advertising during news periods on WEEI. However, announcement "spots" are offered before and after the news broadcasts. Write, wire or phone for rates and availability.

62,500,000 LISTENERS

The man who said "lend me your ears" knew what he was doing. He had an idea to sell. He knew he couldn't sell it unless he got attention and plenty of it.

There are something like 88,000,000 listeners in this country which you can reach directly by radio.

71% of these listeners—about 62,500,000 —live in the territory served by the Mutual network.

They like Mutual features. They quickly respond by the millions to sound advertising appeal.

Advertisers who have arranged through the Mutual Broadcasting System to borrow upon this fund of listener attention find it a very economical transaction.

Economical because the rates of Mutual are exceptionally low. Economical because of the sales-making power of Mutual in America's biggest markets.

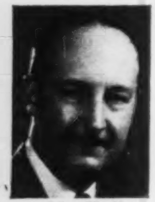
Now is the best time for you to plan your approach to this great audience. The choicest spots across the board are available. Reservations for time can be made 60 days ahead.

Call, write or wire any member station for specific details.

MUTUAL BROADCASTING SYSTEM

WGN CHICAGO ★ **WLW** CINCINNATI ★ **WOR** NEWARK ★ **WXYZ** DETROIT

WMCA Promotes Hall



Mr. Hall

ALFRED HALL, announcer at WMCA, New York, and formerly with WOV, New York, and concert artist, has been named program director of WMCA, succeeding Lewis Reid, resigned. In anouncing the change, Donald Flamm, president of Knickerbocker Broadcasting Co., paid tribute to Mr. Reid's work and stated that the "rich experience Mr. Hall brings with him will be very helpful in continuing the ambitious program schedule of WMCA."

CONFIDENCE
125 LOCAL ADVERTISERS USE

KFRO
VOICE OF LONGVIEW
LONGVIEW TEXAS

Why not you?
KFRO
"Voice of Longview"
Longview, Texas

Copyright Turmoil Convention Issue

(Continued from page 6)

situation; educational programs; creation of the projected audit bureau of coverage, what to do about code trade practice and hour and wage provisions, now that NRA has died insofar as enforcement is concerned; agency recognition; transcriptions; organization of newspaper stations into an autonomous group, and a similar movement fostered by certain local stations which have looked askance upon NAB policies and projects.

Tentatively scheduled also is a discussion on television by Andrew W. Cruse, chief of the electrical division of the Department of Commerce, who left a month ago for Europe to inspect continental visual radio developments. He is expected to return to the United States in time to make a flying trip to Colorado Springs and tell the broadcasters what he saw, how he interprets the visual trend, and what, in his view, it may mean to the broadcasting industry in months or years to come. Interest in television has been aroused in recent months by the launching of scheduled television in England, France and Germany, and by the recent RCA announcement that it is spending a million dollars within the next year or so to remove television from the laboratory and into practical outside tests.

Group Sessions

AS REPORTED in previous issues, newspaper stations plan a session at the Broadmoor Hotel, NAB convention headquarters, to endeavor to work out plans for an organization, affiliated with NAB, which will deal with programs that affect newspaper stations only.

Similarly, a group of local stations led by Edward Allen, WLVA, Lynchburg, likewise have planned a session, for the announced purpose of setting up procedures whereby they can get their share of national spot business. Despite this announced intention, there are known "left-wingers" among the local independents who feel that more could be accomplished in the formation of a separate trade association, looking out for what they construe to be their own peculiar interests.

The copyright explosion adds fury to a convention sentiment that already had been charged with more controversial issues than any in the 13 years since the NAB came into being. If any reconciliation is reached, it will be at the convention, for the two views now are as divergent as the poles.

Most confusing was the fact that these developments came just before the ASCAP trial was to get under way in New York June 10. So far as could be learned, the networks, and Mr. Levy consulted government counsel before entertaining the ASCAP 5-year extension offer, and got no objection. The attitude was that the extensions were accepted "under duress". Thereafter, the arrangements were made June 4 and 5 first by Mr. Levy for WCAU, and then by Edward Klauber, CBS executive vice president, and his counsel, and by A. L. Ashby, vice president and general attorney of NBC.

ASCAP Negotiations

THE RIFT came after a meeting of the copyright committee had been called in New York on short notice June 3. Present were Mr. McCosker, F. M. Russell, NBC vice president, and Mr. Levy, as members of the copyright committee, and Messrs. Loucks and Hostetler, as ex-officio members. Others in attendance were Mr. Klauber, Ralph Kolin and Sidney Kaye, the latter two being attorneys for CBS; Mr. Ashby and E. S. Sprague, attorney, for NBC. Unable to attend were copyright committee members J. Truman Ward, WLAC, NAB president; Walter J. Damm, WTMJ; Mr. Allen, WLVA, and I. Z. Buckwalter, WGAL. As a consequence, a quorum was not present.

Mr. Mills had notified the group that the ASCAP board would not accept the proposal that the current contracts be extended for the duration of the government suit. He indicated that probably an arrangement for five-year extensions under existing terms, could be made. For the meeting he sent over a written memorandum which appeared to evade the real issue, after which Mr. Levy informed him that he would accept a five-year extension of his present contract for WCAU. The following day this contract was negotiated and the networks and WOR opened their negotiations.

One of the chief points at issue, raised by Mr. Hostetler in his letter, was that the networks pay only for their key station receipts, while the independents pay on network revenues they get plus all other revenues. The Hostetler letter was written in a personal vein to Mr. Loucks.

CKLW Plea to Transmit To Windsor to Be Heard

A HEARING involving an application of Essex Broadcasters Inc., American affiliate of CKLW, Windsor, Canada, for authority to transmit local programs across the border, has been set by the FCC for Oct. 24 before the Broadcast Division, sitting en banc. The hearing was set because of the provision inserted in the Communications Act upon its passage last year, requiring specific authority from the FCC for the transmission of programs by wire across the borders for broadcasting purposes.

CKLW already has authority, as a CBS outlet, to broadcast network programs transmitted across the border. The question to arise at the hearing relates to its application to transmit local programs from Detroit to the Windsor transmitter. It maintains studios in the Union Guardian Bldg., Detroit, as well as in Windsor, just across the Detroit River. CKLW relinquishes its CBS programs effective Sept. 29, when WJR becomes the outlet for that network. There is the possibility that it will become the NBC Blue outlet.

New KLPM Personnel

MYRON J. BENNETT, who recently took over the general managership of KLPM, Minot, N. D., announces that its new ultra-modern studios and offices are about completed in the Lerland-Parker Hotel. Mr. Bennett also announced the following new personnel: commercial manager, C. W. Baker, former newspaperman news editor, Arthur Solga; chief engineer, C. W. Baker, and announcers, Dick Schmidt and Lester Maupin.

"...IF IT WAS GOOD ENOUGH FOR MY FATHER—IT'S GOOD ENOUGH FOR ME"

...some folks just won't listen to reason

CKLW DOES A JOB because...

CKLW does not cater to stodgy minds—people with opinions as set as the rock-bound coast of Maine. The CKLW audience is composed, for the most part, of Detroiters and residents of the Motor City area—aggressive, open-minded—ready to accept modern ideas—able to buy. If you have a better method—a better product—tell Detroit about it through the facilities of CKLW—the station Detroiters listen to.

Representatives

J. H. McGILLVRA
485 Madison Ave.,
New York

JOHN KETTLEWELL
Palmolive Bldg.,
Chicago

CKLW
MEMBER COLUMBIA BASIC NETWORK
5,000 WATTS
Windsor Offices: Guaranty Trust Bldg.
Detroit Offices: Union Guardian Bldg.

Mr. Don Stetler
Standard Brands, Inc.,
New York City.

Dear Mr. Stetler:

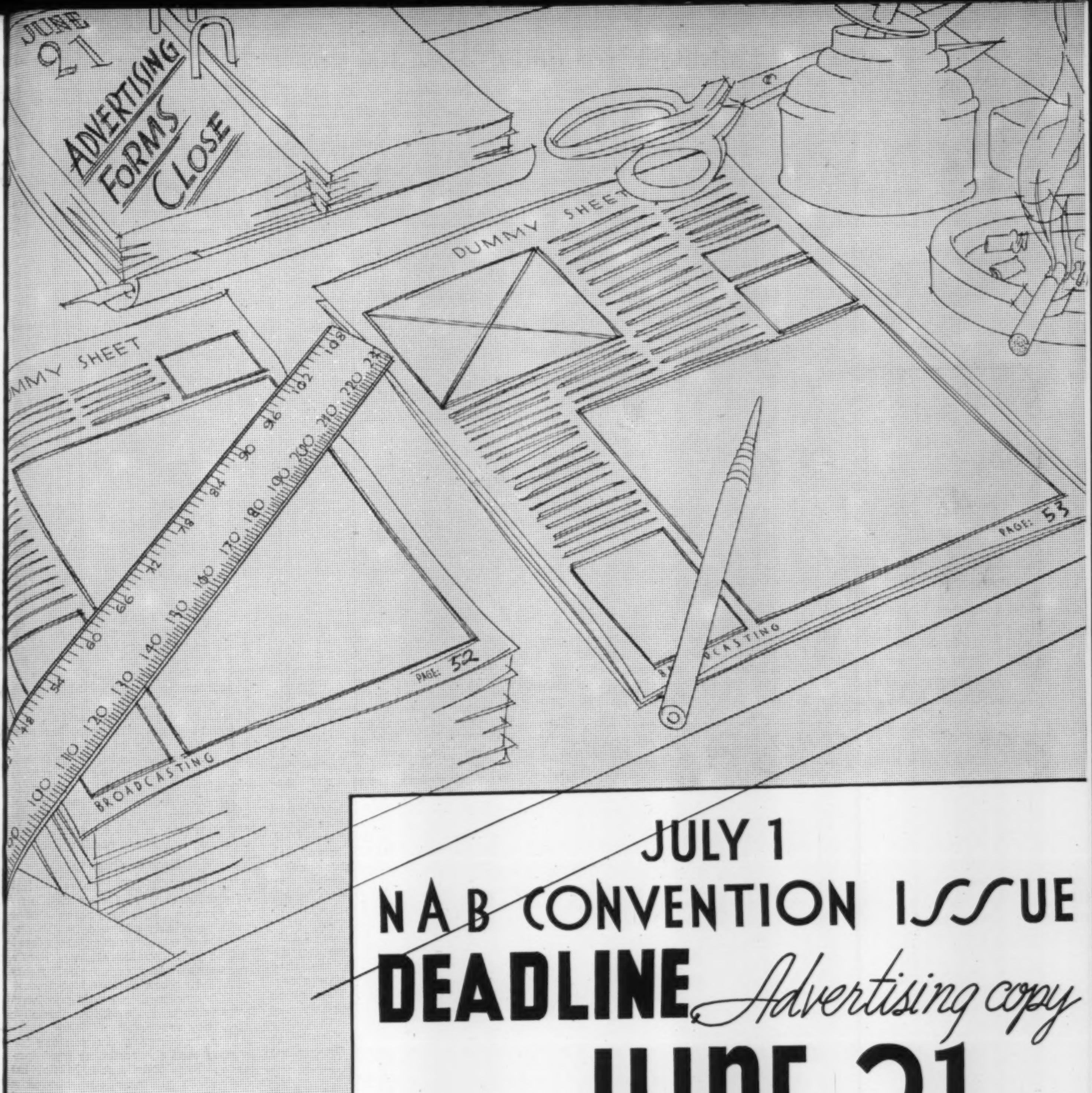
Come down some time and try to get your program from outside stations. Then glance at the map and see what you're missing! WSOC has the audience and the audience has MONEY! Charlotte's per capita buying power is the same as Philadelphia and a fraction more than Baltimore and St. Louis!

Standard Brands needs WSOC, the station that sold itself so that you might sell STANDARD BRANDS!

STANDING BY: Waiting to plug you in!

WSOC
Charlotte, N. C.

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"


JUNE
21
ADVERTISING
FORMS
CLOSE
DUMMY SHEET
DUMMY SHEET
PAGE: 52
PAGE: 53
BROADCASTING
BROADCASTING

JULY 1

NAB CONVENTION ISSUE

DEADLINE *Advertising copy*

JUNE 21

BROADCASTING

combined with

Broadcast Advertising

NATIONAL PRESS
BUILDING

WASHINGTON, D.C.

Utility Finds Radio Best Medium

(*Continued from page 9*)

our show. We were influenced in this decision by the fact that while Little Jack Little is not one of the biggest names on the air, he does have proved entertainment value. Moreover, he has a definite feminine appeal, as proved by his fan mail and by his theatrical pulling power. Furthermore, he has a good orchestra.

We started with the purpose of being entertaining without being sensational. We were not going to argue with our audience. We were not going to become technical. Rather we were going to repeat again and again our story that "electricity is so cheap that it deserves greater use", in the most persuasive and non-argumentative way which we could find possible.

The formula for Little Jack Little is (1) good music by a superior orchestra, (2) conversation in a quiet yet buoyant manner from a personality who has great appeal to women, (3) a tie-in at the end of the program with a local commercial message, promoting the current activity of the local operating company.

What are the program's weaknesses and its strength? Its chief weakness is with our own organization. Our people do not hear the radio in the morning; therefore it is understandable that they underestimate our program's audience. Their friends in talking of radio, discuss evening programs. They hear a great deal about Eddie Cantor, Rudy Vallee or the Ford program; they hear very little about their own program. To remind them of the difference in cost and to review with them the primary purpose of the program is of little avail. They feel that if people were being reached effectively, comment and discussion about the program would be general.

Strange as it may seem, morning programs are criticized because no one talks about them, while the evening programs—which promote a flood of conversation— almost always create uncertainty and apprehension on the part of their sponsors.

Cost Per Program

WE summarized the situation as we had found it by pointing out that the actual transmittal of Niagara Hudson messages through tuned-in radios in homes of our customers is at least as effective as delivering literature onto their living room tables.

The broadcast cost per thousand sets listening to Niagara Hudson program is $3.46.

The direct mail cost per thousand homes is from $25 to $50, or from seven to fifteen times as much.

The biggest value in printed space may be said to be the *Saturday Evening Post*. At about $8,000 per page, the cost per thousand messages is $3.50. But, according to the analysis of Dr. Starch—the experienced advertising consultant —only about one out of four readers *see* a given advertisement. Therefore, the cost per "seen" advertisement is $14 per thousand reached. Only about one out of 15 on the average *read* an advertisement. Therefore, the cost per thousand "read" message is $52.50.

A broadcast that is heard and recalled as to subject matter is certainly as effective as a "read" advertisement. On that basis, Niagara Hudson broadcasting costs, per person listening, about one-tenth as much as publication advertising per person reading.

That, gentlemen, is the story of the cost of the Little Jack Little messages as nearly as we can determine it. How much are they worth? How much is a home service interview worth? How much is courtesy from truck drivers worth?

There is one great difficulty in this program of ours. The talent cost of Little Jack Little's orchestra is abnormally high when related to the number of stations we can use.

This program cost bothers us more than any single item and I am frank to say that we have not yet reached a solution. One suggestion of considerable merit has been advanced. It is that this program could be syndicated to a number of utilities. Of course with proper geographical spacing. It was suggested that a commercial message, such as this one from the center of a typical Little program, would be applicable to scores of other utility companies beside those in our system.

> "How do you do, friends of the air—this is your truly on the transmitting end of the customary radio wave extending the best wishes of your electric company. You know electricity gives you one of the best modern servants this old world has to offer. You just push the button. Electricity does the rest. It doesn't talk back. Doesn't argue. You don't have to feed it or take care of it. And the cost—just pin money. Electricity costs the average home in this territory less than a dime a day. And believe me, that's a bargain. And now—via electricity—here's a little music."

Lowering the Cost

OF COURSE the ending commercial message could be varied so that it would readily apply to almost any electric utility or to any local condition. If records were designed for sale to several electric utilities, the total cost for each could be greatly reduced and the more utilities participating the lower the unit cost. As a result, it would be possible to have:

First, a program which has proved its ability to build an audience; second, a personality which has proved its appeal to women; third, an opportunity to tell, in a simple and colorful way, the most important story of all—the value of our service and its reasonable cost; fourth, a ready-made spot on the air—an established radio audience—for hard-hitting commercial announcements, for special messages which might be particularly effective in certain contingencies.

Human Quality

THE PRINCIPLE involved — that of syndicate use of worthwhile radio transcription programs—seems to be peculiarly adapted to the conditions of our industry; therefore I invite your consideration of it as a reasonable and economical means of building business and of promoting better understanding between your companies and the communities they serve.

We, in Niagara Hudson are convinced that the radio, as made personal by Little Jack Little, has helped to put into our companies something of the warmth and friendliness which a popular stage star can radiate—a human quality which is so difficult in this day of machine billing and large-scale corporate activity, and yet so necessary to an understanding with the people we serve. We have found that it is in this human quality that the spoken word is often superior to the printed word in building good-will and the business that comes with it.

KVOO
COMPLETE N.B.C. SERVICE
25,000 WATTS
TULSA, OKLA.
The Most Powerful Station between St. Louis, Dallas and Denver

Cover Michigan with
THE MICHIGAN RADIO NETWORK
. . . a network without a loophole!

WXYZ KEY STATION DETROIT
WBCM BAY CITY
WFDF FLINT
WJIM LANSING
WIBM JACKSON
WELL BATTLE CREEK
WKZO KALAMAZOO
WOOD • WASH GRAND RAPIDS

Do your plans call for a concentrated attack on the Michigan Market? Then remember—Michigan is *not* Detroit alone. There are 7 more principal cities. Cover all eight, and you cover Michigan. The Michigan Radio Network has no loopholes. Eight stations to get listeners — a splendid MERCHANDISING SERVICE at no extra cost to get distributors. Write or wire for details.

KUNSKY - TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
DETROIT, MICHIGAN
WM. G. RAMBEAU CO., *Representatives*
HOME OFFICES: TRIBUNE TOWER, CHICAGO, ILLINOIS

EASTERN OFFICE:
507 Chanin Building
122 E. 42nd St.,
Earle Bachman, Manager

WESTERN OFFICE:
Russ Building,
San Francisco, Cal.
Douglas A. Nowell, Manager.

Member Mutual Broadcasting System

RATES:
$200 per quarter hr., evenings
$125 per quarter hr., daytime

FULL TIME
WBBZ 1200 Kc.
PONCA CITY, OKLA.
•
Better Service
Lower Cost
•
Extensive Coverage in Northern Oklahoma and Southern Kansas
WBBZ • Ponca City, Okla.

WFIL adelphia
Only Philadelphia outlet for N. B. C. Basic Blue Network
560 Kilocycles 1000 Watts

WASHINGTON STATE ALLOWS BEER, WINE

AS ONE of its first actions, the newly formed Washington State Broadcasters Association has secured a reversal of the State Liquor Board's ruling that beers and wines shall not be advertised by radio. At its recent meeting the association, which comprises all the stations in the state, also decided against accepting any hard liquor accounts.

The Washington group is the first regional branch organized to cooperate with the NAB which boasts its own paid managing director. He is Kenneth Davis, young Seattle attorney, who has opened headquarters for the association in the Northern Life Tower, Seattle. He is also of counsel in the A. P. vs. KVOS news case, now on appeal.

The association has gone on record with the FCC as favoring the renewal of the KVOS license as against the application of the *Bellingham Herald* for a new station, and also threw its support to KXA, Seattle, against the competitive application of Ward Walker. Officers of the association are: Louis Wasmer, KGA and KHQ, Spokane, president; E. M. Doernbecker, KVI, Tacoma, vice president; Robert Priebe, KRSC, Seattle, secretary-treasurer; Birt Fisher, KOMO and KJR, Seattle, director, and Carl Haymond, KMO, Tacoma, director.

WHY YOU SHOULD USE WJDX

reason #2: MORE MAIL

U.S. MAIL
WJDX

According to official tabulation WJDX pulled more mail on NBC programs during 1934 than any other station of like power in the South-Central group.

WJDX
The LAMAR LIFE STATION
JACKSON, MISSISSIPPI
A SOUTH CENTRAL NBC STATION

Three More Added By Intercity Group

Seven Stations Now Are Linked; Sales Program Takes Shape

STILL disclaiming any "third network" intentions, "Intercity Presentations" of which Donald Flamm, WMCA president, is the head has disclosed the addition of three stations to its permanently-linked hookup and at the same time divulged plans for sale of group time to national or regional advertisers. With a total of seven stations the group is being offered to advertisers at the sum of their national card rates.

Now aligned in the group are WMCA and WIP, Philadelphia, which originally were linked; WMEX, Boston; WCBM, Baltimore; WOL, Washington; WPRO, Providence; WDEL, Wilmington, and WLNH, Laconia, N. H. The three latest additions were WMEX, WPRO and WLNH.

The first commercial to begin over the eight-station hookup was Tastyeast Inc., which started a contract of six-times a week schedule on June 9. The schedule, to run until fall, is for five quarter-hours Monday through Friday at 8:15 p. m. and a Sunday evening half-hour beginning at 9 p. m. The program is WMCA's *Five Star Final*, a dramatized review of the news directed by Philip Barrison. The account was placed through Clements Co. Inc., Philadelphia. Mr. Flamm indicated that other commercial prospects were being auditioned.

Also announced by Mr. Flamm is the appointment of Ray Linton, formerly of Greig, Blair and Spight Inc., and prior to that on the CBS sales staff, as Chicago representative of WMCA, as well as for the Intercity group. Offices have been established at 350 North Michigan Ave. Mr. Linton returned to Chicago June 8 to assume his new post after a week in New York during which he conferred with Mr. Flamm and Bertram H. Lebhar Jr., sales director of WMCA and for the group.

Cooperative Setup

THE INTERCITY group, Mr. Flamm explained, is purely a cooperative venture, with each station paying its portion of the A. T. & T. line charge. Lines are leased on a 24-hour basis. Programs keyed from WMCA are open for local sponsorship. In the sale of network time one-half of the rate reverts to WMCA as the key station, out of which is paid agency and sales commissions, plus general overhead and program costs. All open time is subject to sale, with certain provisions made for defraying the overhead of sustaining features keyed from WMCA or from other stations.

"With Boston and Providence added to our present group of Intercity stations that include Philadelphia, Baltimore, Washington and Wilmington," said Mr. Flamm, "WMCA is now able to offer coverage throughout the most populated section of the Atlantic Seaboard. This is not the beginning of a 'third network', but rather a practical association of pressive independent broadcasters who look to New York, through WMCA, for their program material."

Tieing into the expansion of Intercity was the announcement June 5 by Mr. Flamm of the establishment of the WMCA Artist Bureau and the appointment of Zac Friedman, theatre executive, as its director. Charles S. Wilshin, formerly with Radio-Keith-Orpheum, was named assistant director. Mr. Friedman for the last four months has produced the *Amateur Hour* over WMCA from the Fox Brooklyn Theatre. The new department will function as a complete booking office, handling WMCA artists and orchestras and various theatre bookings.

One of the spot features broadcast over the enlarged Intercity group was the arrival of the French Liner *Normandie* from an airplane piloted by Clyde Pangborn, famous aviator, along with a description of the arrival given by James F. Clemenger, announcer, from a perch atop the WMCA Building, where he had a clear view of the Hudson River.

Grunow Expands Spots

GENERAL HOUSEHOLD UTILITIES Co., Chicago (Grunow refrigerators) has doubled the list of stations for its WBS quarter-hour transcriptions, the schedule now including 75 stations. The campaign, started in April, has brought an enormous response from dealers and distributors, according to Duane Wanamaker, Household advertising director. Hays, MacFarland & Co., Chicago, is the agency.

The Lure of Playtime

Will soon decimate the "Big Name" Programs.

OUR SUMMER SCHEDULE

of cheerful, entertaining programs will mean dollars to our national advertisers.

THE NORTHERN CORPORATION
Owners and Operators of

WMEX

1500 kc — 250 w L.S. — 100 w N.
HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CAPitol 7560—Teletype Bos. 157

We're 'IN THE MIDDLE'

. . . and like it!

WHAS has the distinct advantage of being able to deliver both northern and southern markets . . . It is the farthest south of all Columbia Broadcasting Basic Outlets, yet it is strategically located in the very heart of the rich Ohio Valley, near the center of population, where its 50,000 watt signal spreads into profitable territories on every side.

. . . And it is because WHAS has proved its ability to reach and sell a large, cosmopolitan audience that its schedule is well filled, winter and summer, with the cream of radio programs.

WHAS

50,000 WATTS . 820 KILOCYCLES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
NEW YORK CHICAGO DETROIT SAN FRANCISCO

WTAR

NORFOLK
VIRGINIA

538,781
BUYERS

Complete NBC Service
EDWARD PETRY & CO.
National Representatives

Broker's Successful Program Nearing Close of Third Year

How a Houston House Has Used Air Profitably

By KENNETH A. MILLICAN

Radio Financial Commentator
Sterling & Baker, Houston, Texas

ON SEPT. 5, 1932, Sterling & Baker, Houston stock brokerage and commission house with direct New York, Chicago and New Orleans wires, discussed with the management of KPRC, Houston, the feasibility of preceding the five-minute closing quotation figures from the New York exchanges every afternoon with a five-minute program dealing with finance, investments, the markets, the dangers of fraudulent stock-selling, and other items of general interest to the investing and prospectively investing public.

A week later the first program, consisting of approximately 1,000 words of original matter, was constructed and broadcast. It was expected that the series would be given every business day for three months, with the possibility of continuing another three months.

Holding Attention

ON APRIL 19, 1935, two years and seven months after the inauguration of the plan, program No. 800 of the *Sterling & Baker Radio Financial Comments* was given over this same station. It is estimated that 800,000 words, written and broadcast by the same author and broadcaster, have been thus presented to a constantly increasing audience. The subjects covered have never left the realm of finance. The histories of our leading stock exchanges and financiers have been given in highlighted talks, bringing out such dramatic features as could be depended upon to hold the attention of a mixed audience.

MR. MILLICAN

Especially has the listening public been appealed to in the matter of warnings against illegitimate and dangerous stock-peddling promotions and bucket shop operators. A mythical character—"Doctor Zilch"—serving as a prototype for the dynamiter, the high-pressure salesman and the telephone boiler-room charlatan, has been created, literally hundreds of the broadcasts having been devoted to exposing his pernicious practices, and putting unsuspecting victims on guard against his machinations.

Care is taken that the programs shall be light, yet instructive. The ethics of the legitimate brokerage profession are jealously protected. The names of the sponsors are generally used only at the beginning and end of each program, and following a musical break, which is required by studio rules, the five minutes of comment are followed by the reading of the closing quotations of 96 selected listed issues, as well as giving the call money rate in New York, the ruling exchange figures on French francs and British pounds, and the closing quotations on grain and cotton.

Institutional Angle

THE SUCCESS of the comments is well evidenced by the unusually heavy correspondence which comes to the sponsors in a seemingly endless flow. The name of Sterling & Baker in the entire Southwest Texas area has become synonymous with legitimate stock exchange operations and legitimate investment activities, and similarly, it has become known as the nemesis of the worthless stock promoter and fraudulent security dealer.

The huge listening audience which is made up not only of people seriously interested in the markets, but of school students who are studying finance and economics, housewives who compliment the program for its clearly presented explanations of sound money-placement and other noncommercial cross-sections of an enormous metropolitan and suburban life, proves by its constant fan-mail that even the admittedly arid topic of stocks and bonds, finance and market quotations, can be made acceptable when clothed in the language of ordinary everyday conversation.

It may be reasonably deduced, therefore, that if this program were not profitable to its sponsors, it would scarcely have been extended from an original 90-day contract to 800 days with no indications of its discontinuance.

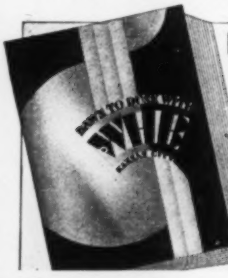
[Sample continuity on opposite page.]

WHB

• is happy to announce that its May sales are the greatest in the history of the station . . . and that

80%

are contract renewals



WHB

FACT BOOK • FREE!

64-pages of pictures, people, programs, popularity polls. If you're spending money for radio advertising in the Kansas City area, you owe it to yourself to read a copy. SENT FREE ON REQUEST. Shows why WHB delivers the "most listeners per dollar" of advertising expenditure.

DON DAVIS, President   JOHN T. SCHILLING, General Manager

KANSAS CITY'S
DOMINANT DAYTIME STATION

18 HOURS!
The only station in northeastern Oklahoma maintaining this schedule

KTUL

1000 WATTS DAY
500 WATTS NIGHT

TULSA

CBS Network
W. C. Gillespie, V. P.

How Broker Makes Finance Interesting On the Air . . .

HERE is a typical Sterling & Baker continuity for its series on KPRC, Houston:

The students of the Sterling & Baker Investment Forum this afternoon will engage in a little "looking backward" excursion to February, 1934, when one of these Radio Financial Comments pointed out the dangerous operations of a bucket shop being run in one of our city's tallest buildings — a typical "Dr. Zilch" enterprise where listed securities were ostensibly being sold on the installment plan, and hundreds of victims were being systematically wiped out through the famous "melted margin" technique.

True to type, the office was closed on Feb. 27, 1934, and the promoter in chief with his dynamiters emigrated between sunset and sunrise to the neighboring State of Louisiana, where, with an exhibition of effrontery hard to equal, they opened another office in New Orleans under a different name. But not for long! On March 2, police and postoffice officials raided the new robber's den, and within a very short time, the Shreveport jail, from which city the complaint against their activities emanated, held sixteen unscrupulous Zilches.

Yesterday, the press dispatches announced that the entire gang had pleaded guilty to using the mails to defraud and the motley crew drew a prize assortment of federal prison terms. The head of the ring will have seven years in which to think things over, while his chief lieutenant got five. Two high-pressure laddies were given three years each—all in Leavenworth. Five more were sentenced to two years apiece in the Federal Reformatory at El Reno, and three more, eighteen months each in the same place, and the remaining three male members got off with a year and a day each in the Federal Penitentiary at Chillicothe, Ohio. This accounts for fifteen, the sixteenth member of the unholy aggregation, who happens to be of the fair sex, also pleaded guilty. She will be advised of her share of the Government's restraining influence tomorrow.

It is, of course, regrettable that the punishments allocated to this unconscionable band of swindlers won't bring back any of the losses to their reported eight hundred victims, who paid the fancy price of what is estimated to be a sum in excess of four hundred thousand dollars for their experiences.

But it MAY, perhaps, serve to put other innocent investors on their guard against the unscrupulous security dealers who dynamite their wares and their methods by doorbell ringing, or who hypnotize their prey by local and long distance telephone selling—if "selling" it can be called, for actually it is no such thing!

The tactics of these predatory outcasts have been so often explained in these Comments that it would seem redundancy to describe them again. And yet there are unsuspecting people of average means, whose names are on sucker lists distributed with fiendish ingenuity from the headquarters of the nation's dishonest stock-promoters, maintained in one of our northern cities, who are being mulcted just as readily today as their fellow townsmen were a year ago.

To the oft-repeated cry "Why doesn't the Government do something about it", the only answer is, that the Government DOES take action when it can prove violation of the postal laws. But lessons like the above are learned just as quickly by the Doctor Zilches as they are by their victims—even more quickly, in fact. And the mails are not being so freely used now to carry promotionary literature into the homes of those prospects marked for slaughter. The latest wrinkle is the use of the Express Company, which keeps the operators out of the hands of the Postoffice Department. As a matter of fact, the swindling of our people through these measures will NEVER end until the people themselves end it!

If a prospective security buyer will turn a deaf ear to the high-pressure dynamiter with his winning smile and his facile fountain pen, and thoroughly investigate before he selects a broker through whom he contemplates doing his buying and selling, he'll save himself from becoming enmeshed in such a pitiable fiasco as that which the newspapers of yesterday bring us. The prescription for avoiding unnecessary losses in the stock market is as simple as the engaging in ANY legitimate form of trade and barter.

First: Choose a responsible brokerage house closely affiliated with the standard exchanges of the country. Second: Check up thoroughly on the firm's reputation for stability and integrity, through reliable financial channels. Third: Confine trading to listed issues, which display activity and which assure the specuvestor of a liquid market. Fourth: Select only those issues which analyze healthily (for which procedure, the services of a dependable, ethical investment counselor are essential) and Fifth: DON'T OVERTRADE!

Remember that kindly disposed philanthropic gentlemen aren't spending their time and money to travel through the country or pay in advance for costly long distance telephone calls to make total strangers wealth. GOOD SECURITIES MAY BE WISELY PURCHASED ON THE STOCK EXCHANGES OF THE NATION AT OPENLY PUBLICIZED PRICES AND MAY BE SOLD WITH EQUAL FACILITY AND SATISFACTION. But to do so it is absolutely necessary for the safety of the specuvestor that the chosen agent shall be stable, dependable and in good standing—not a peripatetic peddler of unknown vintage, whose sole object in life is to take the trader's pocketbook away with him, and "bucket" the transaction.

The customary musical interlude interrupts, after which you shall hear the closing quotations from the exchanges coming to you from over the direct private telegraph lines of Sterling & Baker, Brokers & Investment Counselors, Shell Building, Houston, the sponsors of this program:

RECORD:

These closing quotations from the exchanges come to you from over the direct private telegraph lines of Sterling & Baker, Brokers and Investment Counselors, Shell Building, Houston, the sponsors of this program: the sales on the New York Stock Exchange up until one o'clock Houston time, were 920,000 shares.

QUOTATIONS:

Lanny Ross for Certo

WITH the July 21 broadcast, General Foods Corp., New York shift its promotion from Jello to Certo, a fruit pectin for jellies. Lanny Ross will be featured on the NBC-WJZ network program while Jack Benny is on vacation. Benton & Bowles Inc., New York, is the agency.

Chicago Store Renews

THE BOSTON STORE, Chicago department store, had such good results from amateur broadcasts which it sponsored during May as a part of the store's anniversary sale, that it has extended the program for an additional 52 weeks over WMAQ, Chicago. Norman Ross, NBC announcer, will continue as master of ceremonies. Dade B. Epstein Advertising Agency, Chicago, has the account.

FATHER COUGHLIN on June 9 wound up his Sunday midnight series, and announced he will not return to the air until next October unless occasion demands a special appeal to his audience.

What's Your Hurry?

I'M OFF TO SEE THE NEW NBC RECORDED PROGRAM

THESAURUS

AT THE NAB CONVENTION

NAB CONVENTION SPECIAL

NEWS!

DAILY PERIODS
8:00 - 8:15 A.M.
5:15 - 5:30 P.M.
10:15 - 10:30 P.M.

NOW AVAILABLE FOR SPONSORSHIP ON

50,000 WATT STATIONS

WFAA - WBAP

DALLAS, TEXAS FT. WORTH, TEXAS

Represented by Edw. Petry & Co., Inc.

K
5,000 WATTS
J
CLEAR CHANNEL
R
N. B. C.
NETWORK
SEATTLE
WASHINGTON

"WASHINGTON STATE LED THE PACIFIC COAST—THE PACIFIC COAST LED THE NATION—in retail sales, April, 1935, over April, 1934."
—Federal Reserve Bank, San Francisco, May 13.

BESIDES—
Seattle has the second highest percentage of radio set ownership in America.

For information consult
Edward Petry & Co., Inc.
New York Chicago
Detroit San Francisco

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

Colgate-Palmolive-Peet Co., Jersey City (Colgate dental powder), weekly *sp*, thru Benton & Bowles Inc., N. Y.

Reliance Mfg. Co., Chicago (Big Yank shirts), weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.

Greyhound Management Inc., Cleveland (bus service), 3 weekly *t*, thru Beaumont & Hohman Inc., Cleveland.

Campagnie Parisienne Inc., San Antonio (perfume), 2 weekly *t*, thru Northwest Radio Adv. Co. Inc., Seattle.

Gold Dust Corp., New York (Fairy soap), 5 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N.Y.

Julep Co., Chicago (Julep-Ade), 3 weekly *sp*, thru Wade Adv. Agency, Chicago.

Liberty Foods Co., Covington, Ky. (Redi-Spred), weekly *sp*, thru Ernest Davids Inc., N. Y.

Conti Products Corp., New York (soap), weekly *sp* (starts Oct. 6), thru Henry S. Howland Inc., N. Y.

Nell Vinick, New York (Drezma cosmetics), 3 weekly *t*, direct.

WFIL, Philadelphia

Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 3 weekly *t*, direct.

General Motors Co., Detroit (Chevrolet), 3 weekly *t*, thru Campbell-Ewald Co. Inc., N. Y.

American Tobacco Co., New York (Herbert Tareyton cigarettes), 25 weekly *ta*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

International Bedding Co., Baltimore (White Cloud mattresses), 2 daily *sa*, direct.

WCKY, Cincinnati

C. H. McAleer Co., Detroit (Black Flash auto polish), 40 *sa*, thru Maxon Inc., Detroit.

Bunte Bros., Chicago (candy), daily *sa*, thru Fred A. Robbins Inc., Chicago.

Gardner Nursery Co., Seattle, 3 *t*, thru Northwest Radio Adv. Co., Seattle.

KGO, San Francisco

Washoff Co., Los Angeles, Cal. (protective face cream), weekly *sp*, thru Harold W. Pickering Adv. Agency, Salt Lake City.

Golden West Brewing Co. Oakland, Cal. (El Capitan beer) 4 weekly *sa*, thru Emil Reinhardt Advertising Agency, Oakland.

KGEZ, Kalispell, Mont.

Nicollet Hotel, Minneapolis, 39 *sa*, thru McCord Co., Minneapolis.

Chevrolet Motor Co., Detroit, 21 *t*, thru Campbell-Ewald Co. Inc., Detroit.

Seiberling Rubber Co., Akron (tires), 312 *sa*, direct.

KGU, Honolulu

Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes), 13 *t*, thru Lambert & Feasley Inc., N. Y.

Welch Grape Juice Co., Westfield, N. Y., 3 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KJBS, San Francisco

Musebeck Shoe Co., Danville, Ill., (health sport shoes) 3 weekly *ta*, thru Sehl Adv. Agency, Chicago.

WLS, Chicago

Bonnet-Brown Corp., Chicago (Zono ointment), 39 *sp*, thru Schwimmer & Scott, Chicago.

Reliance Mfg Co., Chicago (Big Yank work shirts), 13 *sp*, thru Mitchell-Faust Adv. Co., Chicago.

Acme Mfg. Co., Forest Park, Ill. (Acme pig feed), 3 weekly *sa*, thru Wade Adv. Agency, Chicago.

Jersey Creme Co., Chicago (Julep-Ade), 60 *sa*, thru Wade Adv. Agency, Chicago.

Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 78 *sp*, thru Rogers & Smith Adv. Agency, Chicago.

Commander-Larabee Corp., Minneapolis (Airy-Fairy Cake Flour), 6 *sa*, thru Addison Lewis & Associates, Minneapolis.

Acme Mfg. Co., Forest Park, Ill. (Acme pig feed), 8 *sa*, thru Wade Adv. Agency, Chicago.

Iroquois Seed Co., Chicago (seed corn), 6 *sa* weekly, direct.

KGVO, Missoula, Mont.

General Mills Inc., Minneapolis (flour, cereals), 12 weekly *t*, direct.

Calodine Distributors, San Francisco (mineral water), 6 weekly *t*, direct.

Associated Oil Co., San Francisco (Flying A Gasoline), 2 weekly *t*, thru Walter Biddick Co., San Francisco.

United Drug Co., Boston (Rexall), 5 weekly *t*, thru Spot Broadcasting Inc., N. Y.

WFAA-WBAP, Dallas-Fort Worth

Pen-Jel Corp., Kansas City (pectin), 3 weekly *ta*, thru R. J. Potts & Co., Kansas City.

Smartchild Jewelry Co., Chicago, 2 weekly *ta*, thru Neisser-Myerhoff Inc., Chicago.

James Heddon's Sons, Chicago (fishing tackle), weekly *sa*, thru Rogers & Smith Adv. Agency, Chicago.

Ironized Yeast Co., Atlanta, 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

Fawcett Publications Inc., Minneapolis (Startling Detective Adventures), weekly *t*, thru Critchfield-Graves Co., Minneapolis.

Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

WCAE, Pittsburgh

National Sugar Refining Co., New York (Jack Frost), 2 weekly *sp*, thru Young & Rubicam Inc., N. Y.

C. H. McAleer Co., Detroit (auto polish), 40 *sa*, thru Maxon Inc., Detroit.

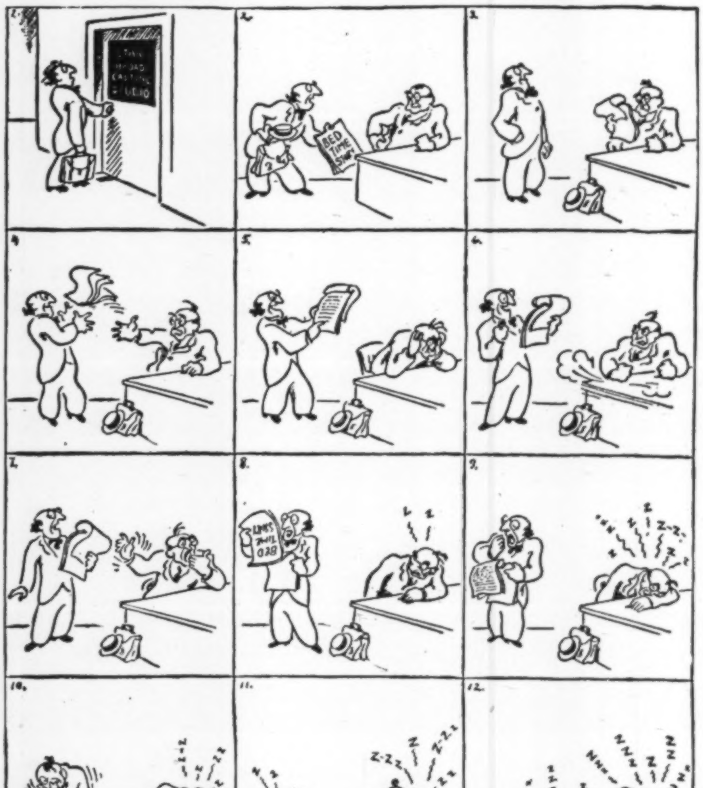
Lever Bros. Co., Cambridge, Mass. (Life Buoy soap), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

General Mills Inc., Minneapolis (food), 12 weekly *sp*, thru Blackett-Sample-Hummert Inc., Chicago.

KHJ, Los Angeles

Marion R. Gray Co., Los Angeles (shirts), weekly *sp*, thru Lockwood-Shackelford Co., Los Angeles.

— The Bedtime Story Teller Gets a Tryout



Copyright, 1935, The Bell Syndicate.

WTMJ, Milwaukee

Bunte Bros., Chicago (candy), 4 weekly *sa*, thru Fred A. Robbins Inc., Chicago.

Dixie Distributors, Hillsdale, Mich. (oil products), weekly *t*, thru Potts-Turnbull Adv. Co., Kansas City.

General Electric Co., Cleveland (refrigerators), 5 weekly *sa*, thru Maxon Inc., Detroit.

Congress Cigar Co., Newark (La Palina), 169 *sa*, thru Gotham Adv. Co., N. Y.

Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

General Mills Inc., Minneapolis (Bisquick), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Colgate-Palmolive-Peet Co., Jersey City (Crystal White soap), 2 weekly *t*, thru Benton & Bowles Inc., N. Y.

Prime Mfg. Co., Milwaukee (electric fences), 5 weekly *sa*, thru Mitchell-Faust Adv. Co., Chicago.

Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

National Sugar Refining Co., New York (Jack Frost), 2 weekly *sp*, thru Young & Rubicam Inc., N. Y.

James Heddon's Sons, Dowagiac, Mich. (fishing tackle), 8 *sa*, thru Rogers & Smith Adv. Agency, Chicago.

WMCA, New York

Tastyeast Inc., Trenton, N. J., 5 weekly *sp*, thru Clements Co., Philadelphia.

Gold Dust Corp., New York, (Silver Dust), 104 *ta*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Electrosol Inc., New York, weekly *sp*, thru Jack Dort Inc., N. Y.

C. H. McAleer Co., Detroit (Black Flash auto polish), 5 weekly *sa*, thru Maxon Inc., Detroit.

Florida Citrus Exchange, Tampa, Fla. (Sealdsweet), daily *sa*, thru J. Walter Thompson Co., N. Y.

WBBM, Chicago

Builders Life Insurance Co., Chicago, 13 *sp*, direct.

Sterling Casualty Co., Chicago (insurance), 312 *sp*, thru Neisser-Meyerhoff Inc., Chicago.

Skelly Oil Co., Kansas City (motor oil), 6 weekly *t*, thru Russell C. Comer Advertising Co., Kansas City.

Crowell Publishing Co., New York (Woman's Home Companion), 2 weekly *sp*, thru Geyer-Cornell Co. Inc., N. Y.

KOMO-KJR, Seattle

California Spray Chemical Corp., Berkeley, Cal. (fertilizer), 4 daily *sa*, thru Long Adv. Service, San Jose.

Chr. Hansen Laboratory, Little Falls, N. Y. (desserts), 30 *sa*, thru Mitchell-Faust Adv. Co., Chicago.

General Electric Co., Cleveland (appliances), 28 *sa*, thru Maxon Inc., Detroit.

WENR, Chicago

Chicago & North Western Railway, Chicago (summer tours), 3 *sp*, thru Caples Co., Chicago.

Greyhound Bus Lines, Chicago (bus transportation), 13 *t*, thru Beaumont and Hohman Inc., Chicago.

Rice-Stix Dry Goods Co., St. Louis ("Dizzy Dean" sport shirts), 14 *sa*, thru Gardner Adv. Co., St. Louis.

WGN, Chicago

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 156 *t*, thru Wade Adv. Agency, Chicago.

Hollywood Mask Inc., Chicago (beauty preparation), 52 *sp*, thru Schwimmer & Scott, Chicago.

Hamlin's Wizard Oil Co., Chicago (Saf-T-Shav), 3 weekly *sp* thru Beaumont and Hohman Inc., Chicago.

WSPD, Toledo

Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

GULF REFINING Co., Pittsburgh (petroleum products) on Oct. 6 renews *Gulf Headliners* on 59 CBS stations, Sundays, 7:30-8 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

AFFILIATED SALES Inc., Chicago (Edna Wallace Hopper cosmetics) on July 15 renews *Romance of Helen Trent* on 17 CBS stations, Wednesdays, 2:15-2:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

AFFILIATED SALES Inc., Chicago (Louis Phillippe cosmetics) on July 15 renews *Marie the Little French Princess* on 18 CBS stations, Wednesdays, 2-2:15 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STANDARD OIL Co. of New Jersey (Esso) on July 8 starts *Esso Marketers* with *Guy Lombardo* on 37 CBS stations, Mondays, 8-8:30 p. m. Agency: Marschalk & Pratt Inc., N. Y.

HORLICK'S MALTED MILK Corp., Racine, Wis., on July 1 renews program on 6 NBC-WJZ stations, Mon., Tues., Wed., Fri., 7:30-7:45 p. m. with repeat at 11:15 p. m. Agency: Lord & Thomas, Chicago.

KOLYNOS SALES Co. Inc., Chicage (toothpaste) on June 24 renews *Just Plain Bill* on 11 CBS stations, Mon. thru Fri., 10:15-10:30 a. m. Agency: Blackett - Sample - Hummert Inc., N. Y.

WYETH CHEMICAL Co., New York (Jad salts) on June 24 renews *Mrs. Wiggs of the Cabbage Patch* on 6 CBS stations, Mon. thru Fri., 10:45-11 a. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

A. S. BOYLE Co., Cincinnati (Old English wax) on June 27 renews *Lazy Dan, the Minstrel Man* on 16 CBS stations, Thursdays, 2:30-3 p. m. Also renews same program Aug. 27 on 23 stations, Tuesdays, 8-8:30 p. m. Agency: Blackett - Sample - Hummert Inc., N. Y.

A. S. BOYLE Co., Cincinnati (Bi-So-Dol) on Aug. 27 renews *Everett Marshall's Broadway Varieties* on 23 CBS stations, Tuesdays, 8:30-9 p. m. Agency: Blackett - Sample - Hummert Inc., N. Y.

CONSTITUTION SOCIETY OF UNITED STATES, Los Angeles (political) on May 23 renewed political program, increasing from 3 to 8 Don Lee stations, Thursdays, 8-8:15 p. m. (PST). Agency: R. L. Rust, Los Angeles.

ROCKET OIL Co., Los Angeles, on May 27 started *Rocket's Road to Fame* on Don Lee-CBS network, Mondays, 8:30-9 p. m. Agency: Beaumont & Holman Inc., Los Angeles.

JOSEPH MAGNIN Co., San Francisco (Department store) on June 9 started for 52 weeks *Hollywood Gossip* on NBC-KPO, Sundays, 2-2:15 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

SPERRY FLOUR Co., San Francisco, (cereals) on June 28, starts for six times only in *Woman's Magazine of the Air*, on 5 NBC-KPO stations, 2:15-2:30 p. m. (PST). Agency, Westco Adv. Co., San Francisco.

STANDARD OIL Co. of California, San Francisco, on June 4 renewed for 52 weeks in *Time Signals*, on NBC-KPO, 5 times nightly. Agency: McCann-Erickson Inc., San Francisco.

FORD MOTOR Co., Detroit, on July 2 renews *Fred Waring's Pennsylvanians*, adding *Stoopnagle & Budd*, on 93 CBS stations, Tuesdays, 9:30-10 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer) on July 8 starts *NTG and His Girls* on an NBC-WJZ network, Mondays, 8-8:30 p. m. Agency: J. Walter Thompson Co., N. Y.

TEXAS Co., New York (oil products) on June 11 renewed *Eddy Duchin* on 61 NBC-WEAF stations, Tuesdays, 9:30-10 p. m. Agency: Hanff-Metzger Inc., N. Y.

STERLING PRODUCTS Inc., New York (Phillips Milk of Magnesia) on June 28 renews *Waltz Time* on 18 NBC -WEAF stations, Fridays, 9-9:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

JOHN H. WOODBURY Co. Inc., Cincinnati (cosmetics) renews *Dangerous Paradise* on 19 NBC-WJZ stations, Mon., Wed., Fri., 7:45-8 p. m. Agency; Lennen & Mitchell Inc., N. Y.

WASEY PRODUCTS Inc., New York (Barbasol) on Sept. 20 starts program not yet selected on 4 MBS stations, Fridays, 9:45-10 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

TASTYEAST Inc., Trenton, N. J. (candy) on June 9 started *Five Star Final* on 8 Intercity Presentations stations, keyed from WMCA, Mondays through Fridays, 8:15-8:30 p. m., Sundays, 9-9:30 p. m. Agency: Clements Co. Inc., Philadelphia.

EASY WASHING MACHINE Co., Syracuse, N. Y., (washing machines) on June 5 started in *Woman's Magazine of the Air* on 5 NBC-KPO stations, Wednesdays, 2:45-3 p. m. (PST). Agency: Henri, Hurst & McDonald Inc., Chicago.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
Hollywood, Calif.

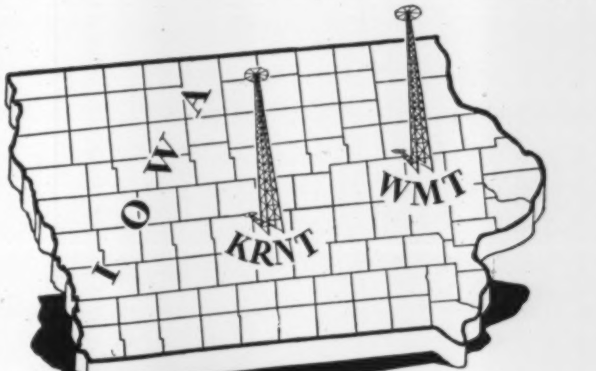
Confirmation of Prall Delayed in the Senate

UNABLE to get his Interstate Commerce Committee together because of the utilities holding company measure, and other legislation in which he has been interested, Chairman Wheeler (D.), of Montana, planned a meeting at the earliest possible moment to consider confirmation of the nomination of Anning S. Prall for a seven-year term on the FCC from July 1. Mr. Prall was named a month ago by President Roosevelt to succeed himself. A delegation of 16 members of the House has asked for a hearing before the committee because the FCC failed to take punitive action in connection with a complaint they had made about a Mexican broadcast over the NBC-WEAF network in March which contained an allegedly lascivious poem rendered in Spanish. Confirmation of Mr. Prall is confidently expected, however.

Amos 'n' Andy to Red

A SHIFTING of Amos 'n' Andy to the NBC-WEAF network, beginning July 15, was announced June 12 by NBC and the Pepsodent Co. The famous pair will thereafter be heard over the Red Network in the East at 7 p. m. (EDST), and over Red Western and suplementary groups at 11 p. m. (EDST) nightly except Saturday and Sunday. It is their first shift since their network debut six years ago after their first phenomenal success as Sam 'n' Henry over WGN and as Amos 'n' Andy over WMAQ.

YOURS—BOTH CBS AND NBC AUDIENCES IN IOWA



Blanket both Columbia and NBC audiences in Iowa with a single broadcast. Hookup KRNT, Des Moines, with WMT, Cedar Rapids-Waterloo. Both KRNT and WMT are now broadcasting from *new* vertical radiators with *new* RCA high-fidelity transmitters—insuring increased and intensified coverage. And you pay only for station time—there are no line charges!

THE IOWA BROADCASTING SYSTEM
The Des Moines Register and Tribune

WMT NBC Blue Cedar Rapids-Waterloo KRNT CBS Basic Des Moines KSO NBC Blue Des Moines
Representatives: JOHN BLAIR & Co., Chicago, New York, Detroit, San Francisco

THE OTHER FELLOW "BLOWS"

A pretty good idea in life and business is to occasionally let the other fellow tell how great you are because the world is apt to remember it longer and be more favorably impressed than if you continually do your own "blowing". And so we quote from an unsolicited and very much appreciated letter from a WWVA advertiser.

"This letter is to congratulate your station on a perfectly grand job of returns for the first week of our client's offer. Your station in Wheeling, (and here two other stations are mentioned) are leading the list and are really very far in advance of the other stations, even such a station as ________."

(The call letters given for "Even such a station as ________" are those of a 50,000-watter in one of the first three metropolitan markets in the United States.) Twenty-five stations are being used by the quoted advertiser.

And so, once more WWVA demonstrates its phenomenal "pulling power" and substantiates our claim of a *"Top Station"*—just so *"Top"* that we outpulled the 50,000-watter above referred to, three to one.

Don't overlook this outstanding radio advertising service in the Eastern Ohio, Western Pennsylvania and West Virginia markets.

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. VA.

Representatives
J. H. McGILLVRA
485 Madison Ave., New York

JOHN KETTLEWELL
Palmolive Bldg., Chicago

Enactment of Libel Law Is Favored in California

CALIFORNIA radio interests are bringing every possible pressure to bear to have the Legislature at Sacramento pass the tabled Senate Bill 1117, which pertains to liability for statements broadcast. Introduced by Culbert L. Olson of Los Angeles, Southern California "Epic" leader, the measure has won approval of the Northern California Broadcasters' Association and the Los Angeles Broadcasters' Association which are working for its passage before Legislature adjourns this month.

The bill reads: "No person, firm or corporation owning or controlling a broadcasting station shall be liable for statements made by any speaker discussing political matters except when the person, firm or corporation owning or controlling the broadcasting station affirmatively declares that such statements are made for and in behalf of such person, firm or corporation."

SCOTT HOWE BOWEN, operator of WIBX, Utica, N. Y., has applied to the FCC for a new 100-watt station on 1200 kc. in New Haven, Conn., but his application has been returned for further information.

MID-SOUTH COVERAGE

Memphis, "the Bright Spot on the Recovery Map". Share this increased spending — use WNBR, "The Mid-South's Own". Localized features, effective coverage, low rates.

Memphis on The Mississippi **WNBR**

AGENCIES AND REPRESENTATIVES

FREE, JOHNS & FIELD Inc., has been named national sales representatives of WIS, Columbia, S. C., WCSC, Charleston, S. C., and WNOX, Knoxville, Tenn., effective June 1, according to G. Richard Shafto, vice-president of the company owning each station.

JOHN BLAIR & COMPANY, station representatives, announces the removal of its New York offices to 341 Madison Ave., where it has been taken increased space "necessitated by the material increase in the volume of spot business and also the favorable outlook for continued improvement in this field."

WINTHROP MARTIN, formerly associated with Bowman, Deute, Cummings Inc., San Francisco, has joined M. E. Harlan Adv. Agency in that city as account executive, and will handle radio along with other accounts.

MERTENS & PRICE Inc., successors to Funeral Foundations Inc., Los Angeles advertising agency and transcription producers, has been incorporated with Fred Mertens, George Price and Mary Suter as directors.

EDWARD C. STODEL and Stuart G. Robles have formed a partnership in Los Angeles for a radio advertising agency. Robles was formerly with the Scholts Adv. Service, Los Angeles, while Stodel has written continuities several years for KFI, KFWB and other stations.

JAY HANNA, radio executive of N. W. Ayer & Son Inc., New York, arrived in Hollywood early in June in connection with the *Red Trails* program of American Tobacco Co., originating in the movie town during June.

NORMANDIE CREWS—Reception was far from satisfactory from the giant French liner during its maiden voyage, due to the ship's vibration, but the American radio crews aboard reported "a grand time" on the crossing from Havre. Left group is the NBC crew, left to right: Alfred H. Morton, NBC program manager; George Hicks, announcer, and Alfred E. Jackson, engineer. Right group comprises Paul White, CBS special events director; Lester Bowman, WJSV chief engineer, and Davidson Taylor, announcer.

FOREST JOHNSTON, who formerly headed his own advertising agency in Los Angeles, has been named radio director of the Sidney Garfinkel Adv. Agency, San Francisco.

JOHN DRISCOLL, Los Angeles broker, has opened an office at 541 South Spring St., Los Angeles, under the name John Driscoll Adv. Agency, specializing in radio.

JEANNE BATTEN, formerly preparing programs in the food and household lines, has organized Jeanne Batten Co., radio promotion service, at 489 Fifth Ave., New York.

BLACKMAN Co., New York, has been incorporated under the name Blackman Advertising Inc., with Richard Compton, president; Marion Harper, vice president; L. T. Bush, secretary-treasurer.

V. G. FREITAG ADV. AGENCY, Los Angeles, on June 1 moved to larger quarters in the Spring Arcade Bldg. The firm handles a general radio business and all time on KRDK, Los Angeles.

CONQUEST ALLIANCE Co. Inc., New York, has been named American representative for PRC2, Porto Alegre, Brazil; CE81, CE121, Valpariso, Chile; HP5B, Panama City, Panama.

H. C. BERNSTEN ADV. AGENCY, Los Angeles, on June 15 will move from the Edison Co. to the Richfield Building, 555 South Flower St.

KASPER-GORDON STUDIOS Inc., Boston, reports that a man calling himself Jonas Nordheim and purporting to represent Kasper-Gordon has been making contacts in the radio field. The company, says its announcement, does not know Mr. Nordheim and "will not be liable for any statements, contracts or other public dealings" consummated by him.

G. F. CROWLEY, formerly director of programs and publicity for WIP, Philadelphia, and prior to that with Paramount motion pictures in an advertising capacity, and Thomas J. LaBrum, public relations counsellor, have organized Crowley-LaBrum Inc., specializing in advertising and publicity, with offices in the Real Estate Trust Bldg., Philadelphia.

McCORD Co. Inc., Minneapolis agency, has moved to 1225 First National-Soo Line Bldg., Minneapolis.

Kaufman Agency Offers Capital Announcing Prize

TO ENCOURAGE perfection in the local announcing of commercial copy, Henry J. Kaufman Advertising, Washington, D. C. agency, is going to award a handsome cup to the announcer of the four local stations deemed to be best from the point of view of diction, sincerity and effectiveness. The contest is for staff announcers whose participation in the program is confined to the handling of commercial announcements only.

Judges will be Washington radio editors and several non-partisan persons outside the advertising profession. Mr. Kaufman, whose agency handles a large share of the local radio accounts in the capital city, states: "It is our opinion that if greater importance is placed on the handling of commercials and if staff announcers are given full credit for the very responsible job with which they are intrusted, they will be inspired to execute that function with the interest and enthusiasm necessary to good results."

"Plug" Kendrick says:

"Receptivity? 111 out of 123 Radio Dealers in Indianapolis*... prefer WIRE"

* Radio Research Bureau Survey Mar. 18, 1935

FORMERLY WKBF IN INDIANAPOLIS

D. E. "Plug" Kendrick, Vice Pres. & Gen. Mgr.

Affiliated NBC Station

National Advertising Representatives:
PAUL H. RAYMER CO., New York • Chicago • San Francisco

"SUMMER TIME IS BROADCASTING TIME IN SYRACUSE"

May we repeat? WSYR leads in the East in advertising gains.

WSYR

TOP O' THE DIAL
PREFERRED POSITION in SYRACUSE

RADIO ADVERTISERS

MASSACHUSETTS has appropriated $100,000 to promote State tourist business, with Kenyon Adv. Inc., Boston, to handle the account. Allyn B. McIntire, ANA president, and Frank A. Black and Bennett Moore, are aiding in drawing up plans for an advertising drive.

KOSTO Co., Chicago (dessert) has named Perrin-Paus Co., Chicago, as its agency. Radio is being considered for a fall campaign.

H. F. ALLEN Co., Berkeley, Cal., (Lylas Cosmetics) for the first time is including radio in its advertising schedule and on June 7 started a 30 day test campaign on KGO. Bob Roberts & Associates, San Francisco, is the agency.

LYON VAN & STORAGE Co., Los Angeles and other California cities, has renewed its contract on individual Don Lee stations for its 15-minute weekly transcription program *Moving Stories of Life* placed on seven stations through Charles H. Mayne Co., Los Angeles. The sponsor has reported increased business through the programs, though they were originally instituted entirely as institutional broadcasts.

ROBERT J. FLOOD, formerly sales promotion manager of Gulf Refining Co., Pittsburgh, has been named advertising manager of National Biscuit Co., New York.

LOS ANGELES COMMUNITY CHEST again will stage a transcription campaign next fall in its annual drive and the discs will be made available to chest groups throughout the country. Among first to sign for recordings were Ben Bernie and Alice Faye. Technical production will be done at Freeman Lang sound studios, Hollywood.

IOWA PEARL BUTTON Co., Muscatine, Ia., (Blue Bird buttons) now is advertising through R. C. Morenus & Co., Chicago. The account is serviced by Lew Hagerman, formerly of Beecher Adv. Co., St. Louis, and now vice president of Morenus.

FANT MILLING Co., Sherman, Tex. (Gladiola flour) and Southwestern Ice Manufacturers Association, are newcomers to the Texas Quality Network, which now is broadcasting 47 commercial programs for 16 sponsors, totaling 13 hours weekly.

E. C. POWERS Co., Boston, planning a regional radio drive, has placed its account with Ingalls Adv., Boston.

CLEVELAND STEEL PRODUCTS Corp., Cleveland (Torridheat oil burners) has placed its advertising with Sweeney & James Co., Cleveland.

Don't Listen

"DON'T LISTEN," Leon B. Allen, Kalispell, Mont., Texaco and General Tire dealer urges in its series of 50 broadcasts of local ball games, over KGEZ. Instead, go to the game, listeners are urged to see the games. Results: Allen's sales of tires for five months exceeded those of all 1933 and 1934; Texaco gasoline sales are running 28% over last year; attendance at the games is up 75%.

NEW YORK Bureau of State Publicity, Albany, has placed its account with Batten, Barton, Durstine & Osborn Inc., N. Y.

GARRY & Co. Inc., New York (Stylset) is advertising through Grady & Wagner, New York.

BATTLE CREEK DRUGS Inc., Battle Creek, Mich. (Bonkora, etc.) is advertising through Martin Inc., Detroit.

DWINNEL-WRIGHT Co., Boston (White House coffee) places its advertising through Badger & Browning Inc., Boston.

MANDEVILLE & KING Co., Rochester, N. Y. (nursery) has not transferred its account as previously reported but is advertising through Stewart, Hanford & Frohman Inc., Rochester.

Yankee Network Granted Order Restraining Union

YANKEE NETWORK was awarded a favorable court decision in an appeal against the action of the Boston Musicians' Protective Association Local No. 9 for interference in a contract signed April 1 by the network for a staff orchestra. The decision was handed down May 9 by Superior Court in Equity of Massachusetts.

The union, according to the court's ruling, had fined Director Kendis $500 for allegedly signing the contract while a transfer member before submitting it to the union for approval. The union had threatened fines, expulsion and suspension to the ten members of the orchestra, all members of the local, and they had ceased playing. The union's conduct was illegal and Kendis had not violated union rules, the court held in issuing a restraining order.

Is Television Near?

(*Continued from page 13*)

pictures through a whole evening to see and hear full-length shows and variety performances? No, I would not. I might watch a television show for an hour or two, as I would a theater or motion picture show. But concentrate my attention on a small screen for any longer time, night after night, I could not and would not—no more than I would like to spend an entire evening or week of evenings in a movie house.

But I would like to have the televisor at hand when President Roosevelt is being broadcast visually, when Rudy Vallee is directing his show or when Henry Ford is announcing and demonstrating via television his newest models.

Even then, I still would like to go to the theater and the movies more or less regularly, as I do now, and I would still like to listen to good music on the air without being required to focus my eyes upon one spot in the room.

Yankee Bettors

YANKEE NETWORK cleaned up when "Palatine", race horse owned by Charles W. Phelan, Yankee sales manager, won at Rockingham track, paying $121.90, a record for the season. Besides Phelan's bets on his own horse, Gerald Harrison, of the public relations division, put down $2 to show and got back about $27.

Tostadas Campaign

A NATIONAL drive, including radio, is planned by Tostadas Co., Dallas, for its Tostadas Mexican corn chip. The campaign is to start in New York in June, Chicago in July, broadening until it is national in scope. Seggerman Nixon Corp. is exclusive New York distributor. W. I. Tracy Inc., New York, is the agency.

FRANK BLACK, general music director of NBC, on May 27 was awarded the honorary degree of Doctor of Music by Missouri Valley College in recognition of his accomplishments as a musician.

What's Your Hurry?

I'M OFF TO SEE THE NEW NBC RECORDED PROGRAM

THESAURUS

AT THE NAB CONVENTION

NAB CONVENTION SPECIAL

WAPI

ADVERTISERS GET RESULTS

The records are here to show the facts. There are 24 nationally known grocery products building sales volume over WAPI. Local department stores use WAPI with 19 local commercial programs —because WAPI local popularity builds high sales volume. One national program in one week produced 3700 letters from WAPI listeners. To get radio advertising results in Alabama, you need WAPI.

BASCOM HOPSON, *President*

WAPI BROADCASTING CORPORATION

5000 WATTS
N·B·C NETWORK
BIRMINGHAM ALABAMA

"G'wan pop .... there ain't no Santa Claus!"

Perhaps there isn't any Santa Claus . . . but here's one radio station that believes its job is not finished until your products or services have been sold. We believe that if we GIVE a little more . . . you're going to GET a little more, and in the end, we profit too. Results prove it. Many of our best clients have been with us for years, and they know what KFDM three-point selling means. Briefly, it's simply a sales strategy that covers dealer distribution . . . dealer display, PLUS effective broadcasts to a receptive market. Try it yourself . . . we have many letters of voluntary commendation to prove that you wouldn't be 'gambling'. Rates and details sent on request.

"Voice of the Sabine District"

K ★ F ★ D ★ M

Southeast Texas and Southwest Louisiana

SABINE BROADCASTING CO., Inc.
P. O. Box 2950 - Beaumont, Texas

RAGS
IS
FINE
RAIMENT
when worn
for virtue's sake!

By nature, of course, we're full of manly virtues. But the *real* reason we don't try to kid you about covering *all* of Kentucky is this: Once you get outside Louisville, the rest is hardly worth covering! Jefferson County (Louisville) alone accounts for 27.6% of the retail trade in the State. And we *dare* you to find a medium which influences that 27.6% any *more* than WAVE—or at less cost! ● NBC.

National Representatives:
FREE & SLEININGER, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

A C Spark Plug Co., Detroit.
General Household Utilities Co., Chicago (Grunow refrigerators)
Robt. A. Johnston, Milwaukee (candy)
Kissproof, Inc., Chicago (lipstick)
Wonder Co., Chicago (Ovaltine)
Wilson & Co., Chicago (dog food)

ASSOCIATED OIL Co. of California, San Francisco, has bought the rights to 26 episodes of *The Shadow*, transcription mystery serial, with music, cut by MacGregor & Sollie Inc., San Francisco, now being released over four Montana stations, KFBB, KGVO, KGHL, and KGEZ. Lord & Thomas, San Francisco, is the agency.

L. E. CLARK has been named head of recording and film operations for the Hollywood branch of RCA-Victor Co., succeeding H. E. Williams, who will be transferred July 15 to the Camden plant.

CAPT. C. WHITNEY SHEELY, production manager of Radio Release Ltd., Hollywood transcription producers, resigned June 5 to establish Radioad Service, Hollywood. Betty Woods, executive secretary of Radio Release, will fill his place. Radioad Service will act as a program agency for radio with complete script service and transcription facilities. It will not engage in a general agency business.

MAHLON MERRICK, former program director of KHJ, Los Angeles, early in June started to produce a series of 13 15-minute music-dialogue transcriptions at Radio Recorders Inc., Los Angeles.

Source of Slogans

"THE VOICE OF THE SOUTH"
FIRST

TO GEORGIA's "Little Colonel", Lambdin Kay, director of WSB, Atlanta, may be attributed the beginning of those slogans of radio stations which run "The Voice of Something-or-Other." When WSB first went on the air some 13½ years ago, as the first radio station in the South, he adopted the slogan "Voice of the South". Slogans of this character have been popular with radio stations ever since.

FREEMAN LANG, president of Radio Transcription Co. of America, Hollywood, has sold his interest to G. Y. Clement of Philadelphia, resigning as president. Mr. Lang will continue as head of his own sound studios. It is understood that C. C. Pyle will be named president and the firm moved to new quarters.

THE *Comedy Stars of Hollywood* transcriptions produced by Walter Biddick in the Freeman Lang studios, Hollywood, have gone into their 250th presentation. The sponsor is Dr. Miles Laboratories Inc., Elkhart, Ind.

R. U. McINTOSH & Associates, Los Angeles, has named George Swire, San Francisco, sales representative for the Northwest; W. N. Masters, Jr., Dallas, Southwest; Raymond Hertzler, University City, Mo., Midwest except Minnesota, Wisconsin and Iowa which will be supervised by Walter Ehredt, Chicago.

OLESEN SOUND STUDIOS, Hollywood, in June started to record Congo Bartlett, a series of 39 15-minute discs. The series includes a sales record in the form of a telephone conversation between a New York agency and the producer.

TRANSCRIPTION SERVICE BUREAU has been started in Hollywood by C. C. McIntosh, with technical work to be done at Recordings Inc. and pressings at Columbia. A series of 78 quarter-hour bridge discs presents Culbertson contract bridge lessons, along with printed lessons to be delivered after the broadcasts. The Bureau has taken over sales rights of 150 five-minute hillbilly discs recorded from KMTR, Hollywood.

New Operators of WMMN Making Plant Changes

REORGANIZATION and rebuilding of WMMN, Fairmont, W. Va., recently acquired by George B. Storer, of Detroit and John A. Ryan, of Toledo, was announced June 7 by A. M. Ramsey, managing director of the station. Contracts have been awarded for construction of new studios and offices to occupy about 6,000 feet of floor space on Main Street. Upon completion of the remodeling, new speech input equipment and a new 1 kw. transmitter will be purchased to replace the present 500 watt plant, along with new transcription turntables.

Additions to the WMMN staff include Herbt O. Morrison, announcer formerly with XER, and former manager of WIND, Gary. Frank Knutti, formerly with KDKA, WLW and WHAM, also has joined the staff.

Brooklyn Case June 24

ORAL arguments on Examiner Hill's report, recommending granting of the facilities of the four Brooklyn stations sharing time on 1400 kc. to the *Brooklyn Daily Eagle*, have been ordered heard before the FCC Broadcast Division in Washington June 24. The four stations will oppose the examiner's report, and Arde Bulova and Norman K. Winston, who were jointly recommended as secondary selections after the newspaper, will present their case. Other stations involved in the frequency battle are WEVD, WHAZ, WFAB and WBBR, and they have been invited to appear. The four stations which would be deleted if the examiner is upheld are WARD, WBBC, WLTH and WVFW. Mr. Winston, a New York realtor and the partner of Mr. Bulova, on June 4 secured consent of the FCC to the transfer to his control of WTFI, Albany, Ga.

Returns to Hawaii

FRED J. HART, managing director of KGMB, Honolulu, who makes his headquarters in San Francisco, sailed May 28 on the *Mariposa* for Hawaii to supervise installation of complete new RCA radio equipment in the station. Hart also plans to establish a 100-watt station on the Island of Hilo, for which application was filed with the FCC in April. Sailing with him were Tom Barry, former KJBS producer-announcer, San Francisco, and his wife, Cleo Barry, radio actress. Barry resigned from KJBS to fill the spot vacated by Bob Cutter, former KGMB producer-announcer, who has returned to the mainland. Reed Pollock, brother of Grant Pollock, KFRC announcer, in San Francisco, succeeded Barry at KJBS, coming over from KGGC, in that city.

Business Goes UP
with the Mercury

WBAL accounts this summer hit
FAR AHEAD of last Jan.-March,
and they're going to STAY-UP!

Advertisers know that NOW IT'S WBAL IN BALTIMORE.

Power, Progressiveness, Prestige and Program Popularity are the Causes of WBAL's Domination.

1060 KCS.
10,000 Watts
WBAL
BALTIMORE
Basic Blue Network
N.B.C.

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

WJAY
Cleveland
610 Kilocycles
An Independent Station
with
BIG Coverage
in Ohio

RADIO STATION
REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
4404 Stuart Bldg., Seattle, Washington
619 Charles Bldg., Denver

STUDIO NOTES

AN ADAPTATION of the CBS filing system adjusted to meet local needs, has been completed by WBT, Charlotte, N. C. Under this system a complete record of all continuities is kept. Everything must be in hand 24 hours ahead of broadcasts, to enable Production Manager Holly Smith to check lines, and Musical Director Clair Shadwell to check tunes. The entire program department is charted for several days ahead. Everything receives a triple check—by the commercial, accounting and program departments. Finally an operator's log gives the last check.

THE NEW rate card of WIP, Philadelphia, effective June 1, includes no change in the basic per hour rate but has several readjustments in the half hour and quarter-hour rates. Cost of announcements has been increased an average of 20%. The outstanding feature of the new card is the special rate devised by A. A. Cormier, manager. Local advertisers buying time weekly between 8 a. m. and 6 p. m., may purchase additional time between 6 p. m. and 11 p. m. at 50% discount from the regular night time rate. The new card also inaugurates a special rate for sponsors of religious programs who will receive a 15% discount for buying 39 weeks at a time, with a 50% discount for 13 weeks time during the summer months. A rebate of 10% of the total amount of the contract will be granted at the conclusion of any program's 52nd consecutive week of broadcasting.

WBRC, Birmingham, was on the air a few minutes after the alarm was given on the fire that destroyed the Florence Hotel June 7. Vice president K. G. Marshall organized the broadcast, with John Connolly and Talbert Morgan describing the blaze in which two lost their lives. Technician Jeff Bayne set up equipment within 100 feet of the burning hotel.

KGGC, San Francisco, has a novel idea for small-station production developed by Andy Potter, production manager. Live artists work in the studio with orchestral accompaniments supplied by recordings played through a high-fidelity speaker. In this way, artists are able to work without earphones or any other restraining complications.

KOIL, Omaha, has installed permanent lines at Union Station for interviews at the railroad center. Similar facilities are maintained at the municipal airport and a 2-watt shortwave transmitter has been developed to carry to special events.

ANTICIPATING an upswing in dramatics in the autumn, WFIL, Philadelphia, is organizing its own Dramatic Guild and auditions now are being heard under supervision of Claude Morris, production head.

KSO, Des Moines, justly proud of its claim to being the first American broadcasting station to set aside a definite weekly period for regular broadcasting of poets native to a particular state, has published a 96-page cloth-bound volume of the poems read during the last year on its *Iowa Poet's Corner* program. The program is carried with the cooperation of the Fine Arts Department of the Iowa Federation of Women's Clubs and has been immensely popular.

WOL, Washington, keyed something like 110 U. S. stations, in addition to short wave relays to foreign lands, during Judge Rutherford's "Jehovah's Witnesses" convention in Washington June 2. M. A. Howlett, former director of WHK, Cleveland, now directing WBBR, Brooklyn station of the Watch Tower Society, handled the arrangements.

WNAX, Yankton, S. D., has published a new rate card, effective June 1.

Code

The radio code was a code of fair treatment to advertisers.

K G E Z

continues code practices, treating advertisers fairly.

K G E Z

makes no audience claims, guarantees on a money back basis more sales results per advertising dollar than any other media in the great summer luxury market, Glacier National Park.

KGEZ, Box 1
Kalispell, Montana

Royal Leaves for Europe

JOHN F. ROYAL, NBC vice president in charge of programs, sails June 15, on the *Rex* for a seven-weeks tour of European broadcasting centers. After his first stop in Italy, he will confer with government and radio officials in France, Germany, Russia, England, Sweden, Denmark, Switzerland, Austria and Poland. Educational programs will be his principal interest in this unusual survey. Max Jordan, NBC director for Continental Europe, will accompany Royal through Central Europe and Russia and in France and England he will be accompanied by Fred Bate, NBC London and Paris representative.

TINIEST AUDIENCE
Michigan Pupils Stage Program For Two Listeners

MYTHICAL Station WMA, of the University of Michigan, proudly boasts the "world's smallest radio audience". For the mid-semester examinations of Prof. Waldo Abbott's and Prof. Louis M. Eich's classes in radio reading and dramatics, students broadcast an entire morning of diversified programs from the campus broadcasting studio and public address system to the professional sanctum.

Starting at 9 a. m., students taking all roles from control operation through announcing and presentation, "broadcast" musical programs, news events, fashion flashes, a cooking class, imitations of popular radio features and even spot commercial announcements. The professors "tuned in" and graded each performer until 12 noon when WMA sounded a gong for a time signal and signed off.

Prof. Abbott, a leading radio educator, has directed radio activities at Ann Arbor for several years, including not only courses in radio technique but university broadcasts over WJR and other stations, which recently have been published in two big volumes.

FELS & Co., Philadelphia (Fels-Naptha soap) has expanded its spot campaign, including CFRB, Toronto, with local talent being used on the 15-minute twice-weekly programs. The drive now takes in 26 stations. Young & Rubicam Inc., New York, is the agency.

WE'RE DOING SOME HEAVY FIGURING . . .

Right at this moment we're knee-deep in facts, figures, surveys and sales records.

While they are still incomplete, they prove conclusively that Buffalo Broadcasting Stations WGR-WKBW are exactly what we've always claimed they were — the logical, profitable media to put your message across to Buffalo's largest *buying* public.

These facts and figures will be set down in cold type for you in the July First issue of this magazine. You won't want to miss them.

"THE ENDS OF THE DIAL"
550 WGR BBC WKBW 1480

OPERATED BY THE BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, N. Y.

MEMBER
Transradio Press Service
Columbia Broadcasting System
National Association of Broadcasters
World Broadcasting System Program Service

REPRESENTED BY
FREE & SLEININGER, Inc.
New York, Detroit, Chicago
Denver, Los Angeles, San Francisco, Seattle

The
WCAE
Success Parade

A C Spark Plug
American Radiator
American Tobacco Co.
Atlantic & Pacific Tea Co.
Bayer Company, The
Bristol-Meyers
Bulova Watch Co.
Bunte Bros. Co.
Cal-Aspirin
Campana Corp.
Cardinal Laboratories
Carnation Co.
Carter Medicine Co.
Chase & Sanborn
Chevrolet Motor Co.
Chrysler Motor Corp.
  (Dodge - Plymouth - De Soto)
Cities Service Co.
Colgate-Palmolive-Peet
  (Colgate - Supersuds - Palmolive)
Coty, Inc.
Dr. Miles Laboratories
Firestone Tire & Rubber Co.
Fitch
Fleischmann Yeast Co.
Ford Motor Company
Forhans Company
Gardner Nursery
General Electric
General Foods
General Mills
General Motors
  (Pontiac - Buick)
Gillette Co.
Goodrich Tire & Rubber Co.
Johnson Company, The
Johnston, Robt. A., Company
Kraft-Phenix Cheese
Kroger Grocery & Baking Co.
Lady Esther
Lorillard, P., Company
Luxor Co.
Maryland Pharmaceutical Co.
Maybelline Co.
Maxwell House Coffee
McAleer Mfg. Co.
Murray, Edgar A., Co.
National Biscuit Co
National Optical Stores Co.
National Sugar Refining Co.
Philip Morris
Plough, Inc.
Premier-Pabst Corp.
Procter & Gamble
  (Ivory - Chipso - Oxydol - Crisco - Camay)
Red Star Yeast Products Co.
Reid, Murdock & Co.
Richfield Oil Co.
Royal Gelatine
Scull, Wm. S., Co.
Shell Petroleum
Steelcote Mfg. Co.

JOIN . . . AND CLICK!

WCAE
BASIC RED NETWORK—NBC
Nationally Represented by
PAUL H. RAYMER CO.
New York . Chicago . San Francisco

STOP

PIRATING

THE OTHER

FELLOW'S

COPY OF

BROADCASTING

Broadcast Advertising

Read your own copy and maintain a complete file of the business of broadcasting.

BROADCASTING,
National Press Bldg.,
Washington, D. C.

Please enter my subscription to BROADCASTING, including the 1935 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR—YEARBOOK INCLUDED.

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR subscriptions, YEARBOOK INCLUDED.

Canadian and Foreign Subscriptions $4.00 per year.

Name ____________________

Address ____________________

City ____________________

State ____________________

Firm Name ____________________

Your Position ____________________

PROGRAM NOTES

A NEW radio technique from England called "the personal tale with music" was introduced June 3 over an NBC-WJZ network with John Watt, writer and director of BBC, as star in a production titled *It Seems Only Yesterday*. His idea came from American motion pictures, Watt declared. The plot is unfolded by dramatization as well as Watt's narration.

UNCLE EZRA (Pat Barrett) and the *Hoosier Hot Shots* of WLS, Chicago, performed at the Shrine convention at Washington June 11-13, also staging a *Station EZRA* broadcast from the capital.

AN AMATEUR hour "for hillbillies only" has been started by KFAC, Los Angeles.

WBNX

MARKS THE SPOT

BROADCASTING CENTER

WBNX does not have to send a signal from a distant point to reach New York, but originates its signal directly within the metropolitan area just one and three-quarter miles from the heart of Manhattan. The result is "Concentrated Coverage" at a cost designed to yield you a profit.

WBNX • New York

Western Sales Representatives
Northwest Advertising Co. Inc.,
Seattle, Wash.

Watt a Life

MANNY MARGET, manager and announcer of KJFK, 100-watter at Moorehead, Minn., opens the station at 8 a. m., announces two hours, and then is out selling until late afternoon. At 5:30 he handles the Herbst Department Store program direct from the store, moving to the ball park at 5:45 for Northern League games. Tuesday nights are fight nights, and he announces the fisticuffs. In his spare time he acts as master of ceremonies at conventions and meetings, playing handball regularly for diversion.

A STRAW VOTE conducted by WOR, Newark, on the question "Should Lotteries Be Legalized" found listeners voting 16 to 1 in favor of legalization. In all 17,705 votes were cast, coming from 21 states.

THE 500th consecutive weekly *Club Aguila* program of the Gebhart Chili Powder Co., San Antonio, is to be broadcast from that city June 17 over Texas Quality Network. Tracy-Locke-Dawson Inc., Dallas, is the agency. A contest was included with the anniversary show.

WNBR, Memphis, has started a new series called *Howdy Neighbors*, sponsored by local Kroger Grocery & Baking Co. stores. It is on the air at 8 a. m. daily, featuring sketches of managers and department heads of Kroger stores in Memphis.

RAIN!

. . . MUD!

. . . Moisture-Soaked Soil!

. . . Brightest Crop Prospects in Years!

in NEBRASKA

No drouth . . . no dust in Nebraska!

Instead—many inches of good old soaking rain that has started the finest looking crop of wheat and corn that Nebraska has seen in years!

Nebraska folks are jubilant! Spending power has "loosened". One land dealer sold 200 Nebraska farms in a single month! Tractor sales are 100% ahead of a year ago!

SPOT RADIO ADVERTISING is one of the best means of reaching this market. Have us send you examples of outstanding results from the stations shown below. Write the association office, or any individual station.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW
Omaha, Nebr.

KOIL
Omaha, Nebr. and Co. Bluffs, Ia.

KFAB
Omaha, Nebr. and Lincoln, Nebr.

KFOR
Lincoln, Nebr.

WJAG
Norfolk, Nebr.

KGBZ
York, Nebr.

KMMJ
Clay Center, Nebr

KGFW
Kearney, Nebr.

KGNF
North Platte, Nebr.

FOLLOWING up its *Good-Will Court*, in which human and legal problems are discussed (BROADCASTING, May 15), WMCA, New York, will use its facilities to sponsor legislation at the next session of the state assembly designed to aid persons unable to procure justice in the courts because of a lack of means.

A DRAMATIC series *What Would You Do* is broadcast at noon Sundays by WTMJ, Milwaukee, offering a test of listeners' mental skill. The continuity builds to a climax and the drama ends with the listener asked what he would do in the particular dilemma.

LISTENERS to WCKY, Cincinnati, have been asked to contribute their views on the origin of the Negro spiritual. Maurice Thompson, program director, is engaged in research along this line in connection with the programs of the *Cincinnati Jubilee Chorus*.

WBT, Charlotte, N. C., is contributing a daily period to aid in eliminating unemployment in the state, cooperating with the local state-federal employment bureau. For 15 minutes each week day morning the station gives bulletins from the employment office telling where work exists and what type of work is needed.

MBS introduced on June 3 a new drama form called the synchronized radio musical drama in *Loves of the Southern Seas*, keyed from WLW, Cincinnati, using music as well as the spoken word to tell the story.

KFSD, San Diego, originated the NBC broadcast of the return of the U. S. fleet to San Diego June 10, with operations supervised by NBC staff men from Los Angeles.

THE 700th program in the *Dorothy Dix Column of the Air* series was broadcast June 8 by WHAT, Philadelphia. Chester a'Becket has announced nearly all of the performances, with Milton Laughlin, WHAT production manager, in charge.

PROGRAMS from various sections of New York were inaugurated June 10 on a twice weekly basis on an NBC-WEAF network. Scenes in which average New Yorkers participate are being broadcast and out-of-towners will be asked to give their impressions of the metropolis in broadcasts from rail terminals, hotels, and other public places.

EDWIN C. HILL, CBS news commentator, is presenting his *Human Side of the News* twice weekly during the summer months on a sustaining basis.

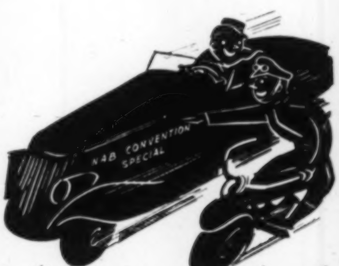
SUMMER concerts of the Philharmonic Symphony and operas from the Lewisohn stadium are being broadcast exclusively by WOR, Newark.

What's Your Hurry?

I'M OFF TO SEE THE NEW NBC RECORDED PROGRAM

THESAURUS

AT THE NAB CONVENTION



Full FCC to Hear Plea To Install Coaxial Cable

BECAUSE of its potentialities in the visual broadcasting field the full FCC will sit June 17 at the hearing on the application of the American Telephone & Telegraph Co., and the New York Telephone Co., for authority to install a new "coaxial cable" between New York and Philadelphia. The cable, revolutionary development, has one channel designed to transmit television images for possible ultimate use in linking television stations for network visual transmission.

Ordinarily the application for the cable would come before the FCC Telephone Division but due to its television possibilities, together with its use for telegraph message traffic, all three divisions are interested and the full FCC will sit. Western Union and Postal have formally protested against the cable application, particularly its use for teletypewriter communication. The telegraph carriers claim that this service is destructive of their public message business.

WLWL Hearing June 27

HEARING on the petition of WLWL, New York, operated by the Paulist Fathers, under which it seeks full time on the 810 kc. clear channel, with simultaneous operation, and proposes shifting of nine stations on five channels, is scheduled to begin June 27 before the Broadcast Division, sitting en banc. The station's appearance was filed June 13 by George O. Sutton, Washington attorney, and about a dozen stations are expected to participate. Opposition to the petition and to the holding of the hearing has been expressed by WWL, New Orleans, and by other stations, on the ground that it conflicts with FCC regulations governing clear channels, two of which would be broken down if the petition is granted.

JOHN H. WOODBURY Co., Cincinnati (cosmetics) is continuing during the summer with its *Dangerous Paradise* program, thrice-weekly, on 19 NBC-WJZ stations, having renewed for 26 weeks the series started in 1933.

From Bed to Worse

ARCH McDONALD, sports announcer of WJSV, Washington, wanted to introduce Art Godfrey, the same station's variety announcer, to Buck Newsom, something of a radio talker himself but better known as the Washington Senators newest pitcher. Unfortunately, Godfrey was tossed from a balky horse, breaking a collarbone and several ribs, and Newsom stopped a hard hit ball with his knee cap, putting him to bed. Arch didn't let all that bother him however, and the picture gives some idea of what happened when lines were put to the two sick rooms. It's Godfrey on the left, McDonald in the middle and in the studio, and Newsom reclining on the right. A composite picture, of course, by Tom McAvoy, the candid camera artist of *Time* and *Fortune* fame.

MBS and Canadian Body Interchanging Programs

PROGRAMS are being exchanged by Mutual Broadcasting System and the Canadian Radio Commission, the first of the series, a musical revue titled *Fiesta*, coming from Vancouver June 1. Programs come to MBS through WXYZ, Detroit, and the Canadian chain is taking Mutual programs.

A second Canadian feature on MBS is the Mount Royal Hotel Orchestra, Montreal. Originating points will reach from coast-to-coast in the Dominion. In the *Fiesta* program from Vancouver, orchestral selections and solo numbers were presented under the direction of McKenzie Mawer, well-known West Coast Canadian conductor.

DEY BROTHERS, department store, Syracuse, publicized its 58th anniversary sale with 78 announcements in nine days over WFBL.

Bromo-Seltzer Girls

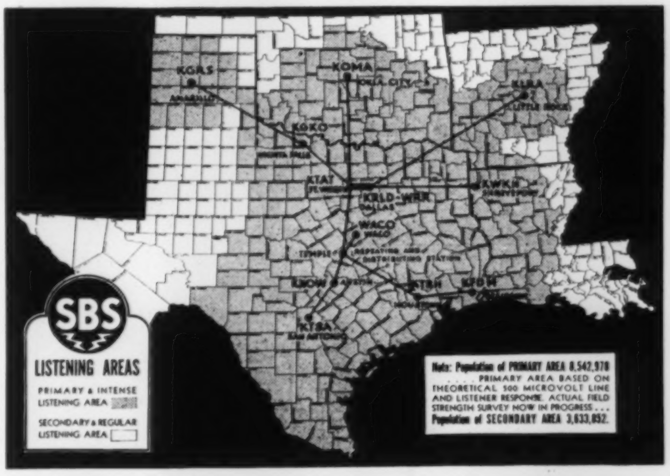
EMERSON DRUG Co., Baltimore, manufacturers (Bromo-Seltzer) inaugurates on July 8 a new series on an NBC-WJZ network, for 13 weeks. Nils T. Granlund, of the Paradise Restaurant (New York) will be in charge of the program and he will also have his group of chorus girls with him. Each week Mr. Granlund will feature, as guest artists, girls from night clubs who would not ordinarily be given an opportunity on the air. With the exception of Mr. Granlund the program is to be an all-girl show. The series of spot broadcasts now being sponsored by this company will be discontinued. J. Walter Thompson Co., N. Y., is the agency.

Cantor's Radio Book

EDDIE CANTOR, head man of "Eddie Cantor Inc., radio consultant," is to become the author of a text book on radio advertising. It is designed for use at "a number of eastern colleges where radio courses are part of the curriculum, at advertising agencies and broadcasting companies." The Cantor opus probably will be offered to the public at the same time as a new film on which he is working, now going into production.

KGIR
Butte, Montana
Joe McGillvra,
485 Madison Ave.,
New York City, Eastern Representative

SBS DOVE-TAILS
With Southwestern Sales
STRATEGY!



Note: Population of PRIMARY AREA 8,542,978 .... PRIMARY AREA BASED ON THEORETICAL 500 MICROVOLT LINE AND LISTENER RESPONSE. ACTUAL FIELD STRENGTH SURVEY NOW IN PROGRESS ... Population of SECONDARY AREA 3,633,852.

12 MAJOR STATIONS FOR 12 MAJOR MARKETS!

The national manufacturer soon learns that the long distances between important markets encountered in the Southwest, call for revamping his usual sales and merchandising set-up!

He can't use only two or three jobbers or distributors—two or three newspapers—or two or three radio stations! He finds that he must sell—and advertise—intensively—in widely separated, individual markets.

In looking over the above SBS map, remember that it covers an area 1,040 miles east to west by 928 miles north to south. Then, you'll see why the SBS Network of 12 important stations serving 12 major markets is necessary to give you *effective radio coverage* of the responsive Southwest market!

Let us give you all of the facts!

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President, Fort Worth, Texas

JOHN BLAIR & COMPANY, National Representatives
New York Chicago Detroit San Francisco

KVI
SEATTLE
TACOMA
COVERING THE TACOMA SEATTLE MARKETS
FREE & SLEININGER INC.
National Representatives

KVI guarantees

. . The most complete coverage of any station, regardless of power, in the Pacific Northwest.

1000 watts 570 kc

Pioneer CBS Station in the Pacific Northwest

The Hotel Ambassador

NEW YORK

Located on aristocratic Park Avenue, this world renowned hotel combines luxury with convenience.

Single rooms from $5.00

Double rooms from $7.00

Mr. Hostetler's Letter On Copyright

(Continued from page 6)

You will recall that when we were discussing this matter, Ike announced that if he entered into a contract with Mills he would send a letter to every broadcaster in the Association telling them of his acceptance of an extension and of the advantages which he had in his contract. You will recall that he has many times stated in general language that he had the most advantageous contract of any broadcasting station.

This is good as far as it goes, but, as I pointed out to him Monday, I think he owes it to the members and to the Board of the National Association, upon the Committee of which he has been serving, to explain not only that he has an advantageous contract, but the degree to which it is advantageous and the methods by which the advantages are given. I think that Ike will do just what he said because, while I cannot see eye to eye with him as to what he did yesterday, I do believe he is a man of honor and I do not think he would want any member of the Association to be ignorant of the advantages which he has enjoyed and will continue to enjoy if he extends the present contracts as they are. I think he will tell the full story, but if he does not, then I think you will have to.

I have not the Levy contract before me, but it is my understanding that he enjoys a very low sustaining fee, that he pays 5 per cent only on programs using music, and that he has an advantage over the newspaper owned stations in that he has no guaranty. * * * In addition, I think he has other advantages, and if so every one of them ought to be set out. * * *

I think that you, more than anyone else in the world, have to save the Government suit as an effective weapon. No matter what Mr. Bennett thought yesterday in the excitement of getting the news, today, tomorrow and the next day the tendency for him will be to lose heart. He is bound to feel that he has been deserted on the eve of battle by those upon whom he relied most strongly. He must be made to understand that there are hundreds of small users of music who are presumably performing a service in the public interest and who are wholly lost sight of in the inequalities of this new contract. It is to those people that he owes a duty to rid this industry of the insufferable exactions of the Society's monopoly.

* * *

I meant what I said to Klauber when I told him that I sympathized with him and Ashby because of the tremendous importance of the decision which faced them as the representatives of the chains. I am, however, deeply disappointed in the decision to which he and Ashby have come.

I glory in Mr. Bennett's "spunk" and I hope that it holds up, because if it does my belief is that his case is strong enough to win out even with this additional handicap.

* * *

I am very sorry now that we did not forward to all broadcasters Mills' proposition to issue licenses providing for the payment of no sustaining fee and no fee on commercial programs originating in chain studios, and letting each station collect from the advertiser, as agents of ASCAP, five per cent of the price of each program using ASCAP music. I realized when this proposition was made, that it was made for no other reason than to divide the broadcasting industry, with the chains on one side and the outlet and independent stations on the other.

I agreed to the submission to Mills of the alternative of seven per cent figured in the case of chain broadcasts upon the amount paid by the chain to the outlet station, only because I thought it would save the industry from a very unjust financial burden. Mills has succeeded in producing the division of interest, as I see it, and therefore our withholding that offer has done us no good and has merely given him something more to talk about. Of course, I never thought that he would let the offer stand if it was to be submitted. At any rate, that is passed and we cannot retrace our steps.

NAB Convention MISSOURI PACIFIC LINES *Special*

"A Service Institution"

TO

COLORADO SPRINGS

National Association of Broadcasters Convention . . . July 6-10, 1935

The de luxe equipped NAB Convention Special, over the SCENIC LIMITED ROUTE, making direct connections with the Chesapeake & Ohio's genuinely air-conditioned GEORGE WASHINGTON, your official route from the East, and connecting with trains from the East, Southeast and Chicago, leaving St. Louis at 4:15 P. M. July 5th, arriving Colorado Springs 1 P. M. July 6th.

Let us help with your trip to Colorado Springs and a delightful Western vacation after the Convention.

For reservations and complete information phone

ANY MISSOURI PACIFIC REPRESENTATIVE

or

P. J. NEFF, ***Ass't Chief Traffic Officer***

1601 Missouri Pacific Bldg., St. Louis, Mo.

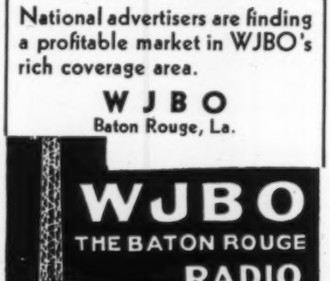
Missouri Pacific Representatives in Principal Cities

No other radio station covers Louisiana's Capital with the quality and strength of WJBO.

National advertisers are finding a profitable market in WJBO's rich coverage area.

W J B O

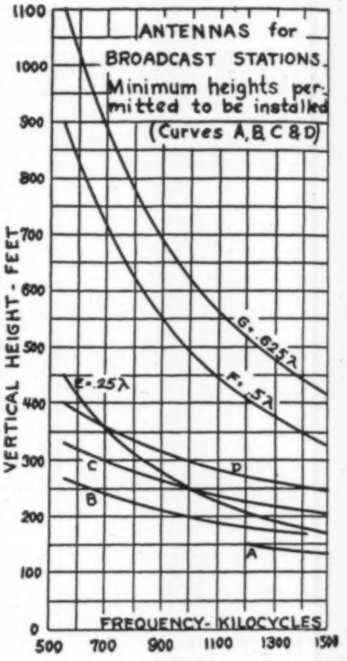
Baton Rouge, La.



Rules for Antennas Specified by FCC

PROPOSED antenna systems in applications for construction permits from the FCC hereafter must meet minimum requirements as to radiating efficiency and the engineering department has adopted a policy to disapprove applications which do not conform. No action is planned at present regarding existing antenna systems.

Tentative minimum heights for new construction have been set for conventional systems but in the case of unconventional types or unusual circumstances, specified efficiencies may be utilized instead, with burden of proof on the applicant. The figures, as shown in the accompanying chart, are tentative subject to final adoption. They follow:



Curve A: Local channel stations or minimum field of 100 mv/m. for 1 kw.

Curve B: Regional channel stations (250, 500 and 1,000 watts), or minimum field of 150 mv/m. for 1 kw.

Curve C: Regional, limited time and high power regional stations (5 and 10 kw.) or minimum field of 175 mv/m. for 1 kw.

Curve D: All dominant clear channel stations and limited time or high power regional stations over 10 kw., or minimum field of 200 mv/m. for 1 kw.

ERPI Head to Films

JOHN E. OTTERSON, president of Electrical Research Products Inc., on June 5 was elected president of the newly reorganized Paramount Pictures Inc. He resigned his ERPI connection immediately. A graduate of Annapolis and Massachusetts Institute of Technology, Mr. Otterson in 1934 joined the International Western Electric Co. and has been identified with electrical and radio development ever since.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES

1023 Wallace Ave Wilkinsburg, Pa.

Mr. Levy's Letters On Copyright

(*Continued from page 6*)

ing the present extension for a period of five years. There is no compulsion on your part to do so. In my opinion it would be good business.

Mr. Levy's letter of June 11 follows:

Since all the members of NAB will very likely not attend the Convention in Colorado Springs, I feel constrained to reply to the statements contained in Mr. Hostetler's letter, a copy of which you recently received.

I hope you are not under the impression that these views are other than his own.

Numerous meetings of our Copyright Committee were held. I was entirely concerned with and desired protection for the broadcasters under all circumstances. *Our committee had been reliably informed that the minutes of ASCAP showed that they intended to increase our payments up to 25% of our gross receipts.* Mr. Hostetler was opposed to the execution of any contracts with ASCAP pending the Government suit.

It was most urgent that something be done in the interim. It being obvious that the Committee could not come to a conclusion, I proposed, about three weeks ago, that we meet with ASCAP for the purpose of agreeing upon terms. My proposal contemplated an agreement whereby the broadcasters *would pay much less than their present charges*, which terms would be more satisfactory than those of the present WCAU contract.

Mr. Hostetler continually objected to the entering into of any arrangement with ASCAP,—his fear being that the Government's case would be thereby prejudiced.

Upon this point the Committee received full and competent advice. It learned that the element of prejudice would be injected only if there was any change in the present contracts.

At a subsequent meeting with ASCAP they suggested an extension of our present contracts for a term of five years. This proposal was taken back to our Committee who rejected it and offered a counter-proposition. The latter was to the effect that an extension of the contracts to the termination of the Government suit would be accepted. Mr. Hostetler was present at this meeting and voiced no objection to such an extension. This latter suggestion was proposed to ASCAP by the Committee. ASCAP promptly rejected it with the comment that no extension could have reference to the suit, and at the same time we were informed that the five year extension proposal was likewise withdrawn. Mr. Mills, however, intimated that it might be revived.

On Monday, June 3, 1935, our Copyright Committee again convened at the St. Regis Hotel in New York. At this meeting, we received a telephone communication from Mr. Mills, confirmed in writing by messenger, proposing a contract for a five year period subsequent to the present termination, *but only with added oppressive conditions*. It was then that I called Mr. Mills back and asked him whether ASCAP would agree to an unqualified five year extension of our present contracts. To this he assented. The Committee was fully apprized of all the facts. A discussion brought no action or decision. It was *then* I informed the Committee that I would meet with ASCAP the following morning and arrange for the five year extension if ASCAP should still be of that mind.

Obviously then, we had forced upon us the situation that gave us the alternative of accepting the five year extension under the present terms or doing nothing whatever.

The next morning we executed an extension of the WCAU contract for five years, but *only* with the understanding that exactly the same privilege be accorded all other independents and the chains for a similar extension of *their* contracts. In addition the chains were compelled to substantially increase their sustaining fees.

There is a veiled insinuation in Mr. Hostetler's letter to the effect that the chains, Mr. McCosker and I dealt for our own selfish interests and benefits. This insinuation is entirely unwarranted. It is apparently directed to the terms of the WCAU contract, which terms have long been public property. Would it avail any of the independents anything for me to have agreed to pay a higher price than our present contract called for?

My recent letter to you explains my exact position, and what I think should be yours. I have brought the facts to your attention. That is all I can do, you must make your own decision. I can see no point in risking more oppressive terms should the Government suit, by chance, be lost.

You may be interested to know that a canvass was made of the thirty-six newspapers holding contracts with ASCAP, as to their attitude toward accepting a five year extension. Thirty-five replies in the affirmative were received. The only newspaper failing to respond was the one represented by Mr. Hostetler.

Mr. Hostetler knows full well that reference to the chain contracts are without justification. He is fully acquainted with the situation and *knows* that ASCAP always intended to exact the highest possible tribute from all independents, irrespective of charges against the chains.

Mr. Hostetler is either confounding the issues or is entirely lacking in knowledge of the practical business factors involved. *The Government's case cannot be prejudiced by accepting an extension of our present contracts.* The principle involved can in no wise be injured by our taking a present course to protect our interests.

Mr. Hostetler knows full well that there is no reason whatever for any qualms with respect to Mr. Bennett's "spunk" or reactions. Let me definitely reassure you that I have done nothing in the entire situation which met with Mr. Bennett's disapproval as a prosecuting attorney in this case. *This morning the suit against ASCAP went on trial and Mr. Bennett will vigorously present the Government's case.*

It is unfortunate that Mr. Hostetler's letter was transmitted to you upon NAB stationery by the Secretary. It was not done with the sanction of our Committee and does not represent any official action of your Association. It is also unfortunate that Mr. Loucks sent to the NAB members the bulletin concerning station WOR. It may lead you to believe that station WOR does not intend to sign the extension of the contract which was delivered to them at their request. If this is a fact Mr. Loucks should have stated it in his bulletin.

I am in receipt of the following telegram from your President:

"Phil's letter did not have my approval, neither was I consulted, do not approve insinuations against networks, you and McCosker who I am sure acted in good faith have wired Phil to call board meeting. J. T. Ward."

WELCOME
NAB
to
The BROADMOOR
Colorado Springs, Colo.

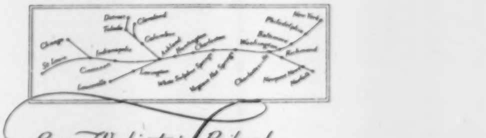
Headquarters
13th Annual Convention

July 6-10 inc.

Rates: $9.00 single, $14.00 double
-- American Plan --
Rooms by Reservation Only

★
All Aboard!
FOR THE
N.A.B. CONVENTION
COLORADO SPRINGS
JULY 6-10
★

Ride the finest fleet of genuinely
air-conditioned trains in the world.
THE GEORGE WASHINGTON
The Sportsman • The F. F. V.
The ticket agent of any railroad can route you Chesapeake and Ohio.
Insist upon it!



George Washington's Railroad
CHESAPEAKE and OHIO
Lines
Original Predecessor Company Founded by George Washington in 1785

1785-ONE HUNDRED AND FIFTIETH ANNIVERSARY-1935

NAB Group Adopts Agency Plan

(*Continued from page 7*)

store which were almost entirely merchandising, but so cleverly dramatized as to be inoffensive to a feminine audience. All of them produced direct sales in large quantities.

For many retailers the other extreme is better, said Mr. Oreck. Good entertainment with a minimum of sales talk is just what is needed to make people aware of a store's existence. This view was also expressed by Mr. Bijur, who set 50% as the absolute maximum of time to be given to selling and said that for particularly good results on any item sales talk should be cut to 20% of the program time. Never mention more than a few separate items on any one broadcast, he advised.

Shopping Periods

ASKED the most effective way to conduct a shopping period, Mr. Henry said that people interested in shopping news want information and advised the use of 85% advertising information to 15% entertainment. Mr. Epstein cited a program of this type sponsored jointly by a number of State Street stores in Chicago that was broadcast nightly for nearly two years with considerable success. Mr. Carpenter said that many stations use these cooperative programs as a proving ground for new advertisers who want to test radio without spending much money.

What proportion of the store budget should be spent for radio? Fifteen per cent at the start, increasing it as it pays out, was prescribed by Mr. Shepard. Mr. Oreck said that once he has tried out radio the average retailer can advantageously spend from 25 to 30% of his advertising appropriation for radio.

The experience of Macy's, which had never tried radio even for special sales up to the time it bought Bamberger's and WOR, because Kenneth Collins was not interested in radio, was cited by Mr. McCosker. "Not until I pointed out how hard he was making it for WOR salesmen to sell time when the company owning the station didn't think enough of its value to use it, did Collins weaken and put Macy's on wth a 15- minute program," he said. But at the end of the tenth week such a favorable reaction had been created that in Collin's own words 'you couldn't get him off the air with a crowbar'." So strongly was Collins sold on radio that when he went to Gimble Brothers he made them repurchase WIP for his use.

The Tuesday morning session was opened by E. J. Adams, chairman special board of investigation Federal Trade Commission. (His address is abstracted elsewhere in this issue.)

H. O'Neil, Drug Trade Products Co., said he had once felt the FTC was interfering in business without cause but he had found it extremely helpful and largely responsible for a 200% increase in the profits of his company.

Mr. Carpenter again served as chairman for a panel discussion of the mutual problems of the buyer and seller of radio advertising. H. K. Boice, CBS vice president in charge of sales, opened a discussion of standards of advertising copy by referring to the recently inaugurated CBS policies banning improper stimulation of juvenile emotions on children's programs, objectionable discussions of internal bodily functions and overlengthy commercials.

Standards Needed for All

ADVERTISERS, agencies and audiences have all praised these standards, Mr. Boice said, and any objections have been with the application and not with the intent. But CBS cannot do the job alone, he stated. All networks and individual stations must cooperate in keeping broadcasting within the limits of good taste. The time has come, he warned, that unless this is done the radio audience will decrease instead of grow.

Calling radio "the most intimate appeal that advertising can make to the consumer", John Benson, president, AAAA, said that the agencies approved highly of radio's attempt to raise its standards. From the agency point of view these restrictions are good if they are broadly interpreted. But it is just as important to make commercials acceptable in quality as in quantity, he said, and pledged agency cooperation in producing advertising as enjoyable as entertainment.

The only thing that will hurt radio is mismanagement, said Mr. Maland in urging local stations to follow the example of the networks now as they did in 1931 in accepting medical copy. He quoted the advice of WHO's attorney to imagine a broadcast coming into your own home: If you like it, then the copy is OK.

NBC agrees with CBS in eliminating objectionable copy, said E. P. H. James, NBC sales promotion manager, but he declared it was difficult to know what is good taste. Length is not always a good criterion, he said, for a 25 word commercial can be just as objectionable as a 5-minute one. Last fall NBC created a continuity acceptance department whose function it is to work with advertisers whose product is good and claims truthful to maintain good taste in their commercials.

What Buyer Should Know

DISCUSSING the information the buyer of time desires regarding broadcasting, Z. L. Potter, head of the Chicago office of Erwin, Wasey & Co., cited five points: The potential audience, that is, the number of radio sets in the broadcasting range; the audience of the various stations in a given area; the listeners at various hours of the day; the audience commanded by different types of programs; and the size of audience his own program commands. On these last two points the Crossley ratings and Clark-Cooper studies give some information, but there is still no way of obtaining a continuous record accurately reflecting audience reaction to program changes, he stated.

Mr. Benson said it is more important to know how to appeal to an audience successfully than to know its exact size, but he admitted the need of a standardized yard-stick with which to measure radio values. This need was emphasized by H. P. Roberts, advertising manager of the Pepsodent Co. Until radio has a standard as definite as the ABC he said, and one as agreeable to advertisers, agencies and stations, it will be seriously handicapped. It is extremely hard to get definite information regarding station coverage, he added, and there is usually a wide discrepancy between the station's own coverage map and the chain's map for that station.

The advertiser wants to fit stations to his sales needs, Mr. Roberts declared, and it is disconcerting to spend 20% of his appropriation in a territory that produced only 10% of sales because of lack of authentic information.

Discussing the study of radio proposed by the ANA to find the best practical methods of rating program popularity and measuring potential station coverage and to determine the feasibility of obtaining current information on the geographic distribution of radio sets, Mr. Boice quoted from a letter he had written to Mr. Bristol, his opinion that the broadcasters themselves cannot properly participate in the public measurement of program popularity. He requested that the proposed operation be broadened to include par-

Lang, Kobak Reelected

CHESTER H. LANG, publicity manager of General Electric Co., was reelected president, and Edgar Kobak, sales vice president of NBC, was reelected chairman of the board of the AFA at the closing session June 12. Victor Martin, Davenport, Ia., was elected secretary, and Frank A. Black, Boston, was elected treasurer. Vice presidents are Charles E. Murphy, New York; Arthur H. Brayton, Chicago, and Miss Josephine Snapp.

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
(Interchangeable with U. V. 857 and W. E. 266A)

● F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

WWNC
Operated By The Citizen Broadcasting Company, Inc.
ASHEVILLE, N. C.
Here's "PLUS" Summer Business!

Cool Asheville and Western North Carolina are tourist-filled for the next three months! More than double population here in the South's only big "plus" summer market! Double buying power—here—at no extra cost! WWNC is the sole blanket radio coverage.

Full Time NBC Affiliate
1,000 Watts 570 Kilocycles

Silver is up
Business is good
Butte, Montana
KGIR

ticipation of the AAAA and the NAB, in which case he promised the full aid of CBS.

Mr. Boice added that in his opinion the question of coverage for Columbia stations is adequately answered by the CBS listening area map.

Fact-Finding Bureau

MR. CHURCH said that the last NAB convention had directed him to form a committee to work with advertisers and agencies in establishing a mutually beneficial fact-finding bureau. He reported the AAAA and the NAB in complete accord and said he hoped shortly to have their plan accepted by the ANA.

Discussing services rendered by advertising agencies and special representatives in the development of broadcast advertising as a whole, Lloyd C. Thomas, WROK, Rockford, Ill., said that of the country's 600 radio stations, 200 have chain affiliations. With some notable exceptions, he said, advertising agencies are sadly lacking in knowledge of the preparation of programs for spot broadcasting and in information about regional and local stations and their audience areas. The stations are quite as much at fault as the agencies, Mr. Thomas admitted.

"The 'time brokers' of yesterday and now the special representatives have done and are doing more to originate and develop spot broadcasting than any other factor", he stated. "The special representatives have a definite, valuable and necessary place in spot broadcasting."

Mr. Benson leaped to the agencies' defense with the statement that their radio technique has improved tremendously considering the newness of this medium. Agencies, he said, developed business most by doing a good advertising job; one successful program breeds a host of others. Mr. Boice also paid tribute to the agencies' abilities saying they have helped to improve network programs in many respects.

Nathan H. Pumpian was prevented by illness from attending the meeting, so his recommendations for the standardization of station practice regarding tie-in announcements was read by Mr. Maland.

"A manufacturer using a network program decides as a part of his resale plan to identify his local outlet," the paper stated. "He arranges with the network to fade out the last minute of his program so that each local station announcer can come in and identify the local dealer in key cities served by the network. Note that the time used for this tie-in is part of the program time and does not run into the station break."

CBS EXHIBIT — At the AFA booth are Hugh Kendall Boice lass, vice president of CBS in charge of sales, and H. Leslie Atlass, vice president of CBS in charge of the Western Division.

Mr. Pumpian went on to say that advertisers appreciate it when a station renders this service without charge, or are even willing to pay a nominal "courtesy" rate for the tie-in.

Mr. Maland expressed complete disagreement with this argument and said that WHO makes the regular announcement charge for tie-in announcements.

Spot Announcements

IN THE discussion of spot announcements, Mr. Roberts said that interest in the Pepsodent broadcasts had given value to announcement time before and after this program. Admitting that he had nothing to say about any time but that purchased by Pepsodent, he emphatically declared that he did have something to say when a spot announcement cut into his time. This, he said, is robbing him not only of time he has paid for but is detracting from the effectiveness of his own opening commercial announcement.

When one program closes with a commercial, a spot announcement is squeezed into the station break, and the next program opens with a commercial, these three commercials in rapid succession are offensive to the public, Mr. Roberts stated, and this practice is the cause of much of the complaint of too much advertising on the air.

Mr. Maland opened a general discussion by asking what should stations do about medical accounts. The present practice of his station, he said, is to send in queries to the FTC and to the Food and Drug Administration of the Department of Agriculture, to request the agency for formulae and other data, all of which information, together with a sample of the product, is referred to the Des Moines College of Pharmacy for a report. Following this they try to secure the opinions of a number of doctors and finally turn the question over to a non-commercial man on the station for final decision. No one could suggest any improvement on this plan of procedure.

Mr. Carpenter asked Mr. Benson on what basis agency recognition should be accorded by broadcasting stations to advertising agencies. Mr. Benson said the agency recognition is very important as it not only determines which agencies shall be allowed to practice but protects advertisers against inefficient agency work, advertising media against poorly prepared campaigns and able advertising agencies against cut-throat competition. He suggested that the broadcasters follow the provisions set up by the AAAA—that for recognition the agency must be independent and not controlled by any advertiser or advertising medium, that it must keep all commissions, that its personnel must be adequate, and that it must be financially responsible.

Audience Coverage

AN INFORMAL radio department for open discussion was held on Tuesday afternoon, with Fred A. Palmer, WBNS, Columbus, O., as chairman. Frank Arnold opened the discussion by urging the early establishment of an ABC for radio. The prospective advertiser wants to know the circulation of any media, he said, and until radio can state its case as clearly as does a newspaper or magazine, this medium will be at a disadvantage. He believes that a statement of the number of radio sets reached by a station and the average number of sets in use at any hour of the day is as valuable to

(*Continued on page 62*)

INSULATORS
for every
Broadcasting Requirement
LAPP INSULATOR CO., INC.
LeROY, NEW YORK

K-A-X
PATENT PENDING
KEAR ANTENNA EXCITATION SYSTEM
Used on new Airways Radio Range Beacon Stations
Recent K-A-X installations
WKRC, WORC, WPEN, WPRO, WORK, W1XBS
A *STABILIZED* DIRECTIVE SYSTEM WHICH WILL:
Reduce interfering signals with neighboring stations on same channel.
Increase service area in non-interfering zones.
Designed, constructed and installed to meet your requirements.
WASHINGTON INSTITUTE OF TECHNOLOGY
McLachlen Building **Washington, D. C.**

Greatly improved clarity of signal within the area served characterizes the broadcasts coming from stations using BLAW-KNOX VERTICAL RADIATORS. It will pay you as it has paid others to take advantage of Blaw-Knox experience in planning your radio station or changes in existing antennae.

BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.

BLAW-KNOX

W. B. T.
Charlotte, N. C.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

MAY 28 TO JUNE 13, INCLUSIVE

Decisions . . .

MAY 28

(Continued from June 1 issue)

ACTION ON EXAMINERS' REPORTS—NEW, S. George Webb, Newport, R. I., granted CP 1200 kc 100 w 250 w LS unltd., sustaining Examiner Hill; NEW, Richard Field Lewis, Del Monte, Cal., granted CP 1210 kc 100 w unltd., sustaining Examiner Walker; NEW, Guthrie Brdcstg. Co., Guthrie, Okla., denied as in default CP 1200 kc 100 w S-WBBZ, sustaining Examiner Hyde; WBBZ, Ponca City, Okla., granted renewal 1200 kc 100 w unltd., sustaining Examiner Hyde; NEW, Mueller Amusement Co., Seguin, Tex., denied as in default CP 1500 kc 100 w spec., sustaining Examiner Walker; NEW, East Texas Brdcstg. Co., Dallas, dismissed without prejudice CP 1500 kc 100 w simul.-KGKB spec. hours, sustaining Examiner Walker.

MISCELLANEOUS—KIEM, Eureka, Cal., denied reconsideration and grant of request to change from 1210 to 1450 kc, increase from 100 w to 500 w unltd.; WLTH, Brooklyn, denied petition to remand for further hearing applic. of Brooklyn Daily Eagle Brdcstg. Co. Inc., new station 1400 kc 500 w unltd.; NEW, Dr. W. J. Reynolds & W. J. Reynolds Jr., Selma, Ala., applic. remanded to examiner; WAAW, Omaha, denied reconsideration and grant applic. new station increase from 500 w to 5 kw; regular licenses issued in accordance with judgment of U. S. Court of Appeals for District of Columbia in KSEI v. Federal Radio Commission; NEW, Duluth Brdcstg. Co., Duluth, granted continuance of hearing; WHN, New York, granted continuance of hearing; NEW, Fred A. Packard & A. Rosenberg, Los Angeles, denied extension to file exceptions to Ex. Rep. 1-47; KOB, Albuquerque, N. M., granted time to file briefs; KEX, Portland, Ore., and WCAU, Philadelphia, same; KGY, Olympia, Wash., applic. modif. license to unltd. 1210 kc except when KTW operates, reconsidered and granted; applic. extension exp. auth. expiring June 1 retired to closed files.

JUNE 4

WJAR, Providence, R. I.—Granted CP change equip., move transmitter locally.

WCMI, Ashland, Ky.—Granted 60-day license 1310 kc 100 w unltd., pending completion antenna.

WMFN, Clarksdale, Miss.—Granted license for CP 1210 kc 100 w unltd.

KIUL, Garden City, Kan.—Granted license for CP 1210 kc 100 w unltd.

KFXD, Nampa, Id.—Granted license for CP change equip., increase to 250 w D 100 w N 1200 kc unltd.

KGRS, Amarillo, Tex.—Granted modif. license from spec. to unltd., change call letters to KGNC, consolidate with WDAG 1410 kc 1 kw N 2½ kw D.

WFBM, Indianapolis — Granted modif. CP change equip.

KECA, Los Angeles—Granted modif. CP change completion to 12-15-35.

WPAR, Parkersburg, W. Va.—Granted modif. CP change equip., trans. site locally.

WWJ, Detroit — Granted modif. CP change equip., extend completion.

KSD, St. Louis—Granted ext. temp. auth. 500 w added N.

WTMJ, Milwaukee—Granted auth. antenna measurement.

WMBD, Peoria, Ill.—Granted CP move trans. locally, change equip.

KONO, San Antonio—Granted license for CP move trans., studio.

WOC, Davenport—Granted license for CP change equip., increase to 250 w D 1370 kc 100 w N unltd.

KROC, Rochester, Minn. — Granted modif. CP change completion to 1-19-36.

KFEQ, St. Joseph, Mo.—Granted vol. assign. license to KFEQ Inc.

WJBY, Gadsden, Ala.—Granted consent transfer control to Bascom Hopkins.

WTFI, Athens, Ga.—Granted consent transfer control to Norman K. Winston.

WEBC, Superior, Wis.—Granted license for CP change equip., increase to 5 kw D 1 kw N 1290 kc unltd.

KPOF, Denver—Granted CP change equip., install new transmitter.

KGBX, Springfield, Mo.—Granted modif. exp. auth. 1230 kc 500 w unltd. to 12-1-35.

SPECIAL AUTHORIZATIONS—KGKB, Tyler, Tex., granted temp. auth. spec. hours; KBPS, Portland, Ore., granted temp. auth. remain silent to 7-1-35; KUSD, Vermillion, S. D., granted temp. auth. remain silent to 9-1-35; KWJJ, Portland, Ore., granted modif. temp. auth. 1040 kc ltd., spec. hours; KFDY, Brookings, S. D., granted temp. auth. spec. hours; KOAC, Gorvallis, Ore., granted temp. auth. spec. hours; WCAD, Canton, N. Y., granted temp. auth. spec. hours.

SET FOR HEARING — WSYR-WSYU, Syracuse, applic. CP amended to move trans. to Nedron, N. Y., new equip., increase to 1 kw; NEW, Plainview Brdcstg. Co., Plainview, Tex., applic. CP 1500 kc 100 w D; WIOD, Miami, Fla., applic. CP change equip.; KABR, Aberdeen, S. D., applic. CP change equip., increase to 100 w N 250 w D unltd.; WLEU, Erie, Pa., applic. license for CP, temp. auth. granted 1420 kc 100 w N 250 w unltd.; KMBC, Kansas City, applic. exp. auth. 5 kw N to 10-1-35, to be heard en banc 10-17-35; Essex Broadcasters Inc., Detroit, applic. auth. transmit sustaining programs from Detroit over CKLW, Windsor, to be heard en banc 10-24-35; NEW, E. W. Patrick, Brookfield, Mo., applic. CP amended to 1210 kc 100 w unltd.; KFRO, Longview, Tex., applic. CP change equip., change to 1210 kc 100 w N 250 w D, increase from D to unltd., asks facilities of KWEA; NEW, Howard W. Heskett, Santa Rosa, Cal., applic. CP 1280 kc 250 w D.

MISCELLANEOUS — WELL, Battle Creek, action 3-19-35 granted CP change equip., increase to 100 w unltd. move studio and trans. affirmed since WMBC has withdrawn protest; WWL, New Orleans, denied request continuance of hearing on renewal applic. and modif. license applic. for change to 810 kc 5 kw and denied petition that applic. to change to 810 kc and 5 kw be returned; KGKL, San Angelo, Tex., denied motion to remand examiner's report 1-44 to Exam. dept., motion of respondents in opposition to motion granted (WAVE, WCSH, WDAY, KOIN); WTOC, Savannah, granted motion intervene applic. WDRW for exp. auth. change to 1240 kc 250 w N 1 kw D unltd.; NEW, Metro Brdcstg. Co., E. Los Angeles, denied motion reopen record; Same, examiner's report 1-47 remanded to docket for further testimony; WATR, Waterbury, Conn., modif. license applic. change from D to 100 w N ltd. LS at WOAI, heretofore granted, suspended and set for hearing; WBNX, New York, denied continuance hearing on applic. WMBG & WEED for CP; NEW, Bailey Bros., San Diego, granted rehearing applic. 1420 kc 100 w unltd.; KGBX, Springfield, Mo., granted reconsid. and grant of applic. exp. auth. 1230 kc 500 w LS to midnight.

ORAL ARGUMENT GRANTED—In ex. rep. 1-40 involving WARD, WBBC, WLTH, WVFW, Brooklyn Daily Eagle Brdcstg. Co. Inc., Arde Bulova, Norman K. Winston, WEVD, WHAZ, WFAB, WBBR, to be heard 6-24-35; in ex. rep. 1-49 applic. KCRC modif. license 10-17-35; in ex. rep. 1-51 applic. Jackson D. Magenau, Erie, Pa., and WMAN Brdcstg. Co., Mansfield, O., for CP's to be heard 10-17-35.

APPLICATIONS DISMISSED — NEW, George Bissell & Herbert Littlefield, Watertown, N. Y., CP 1420 kc 100 w unltd.; NEW, Robert Louis Sanders, San Pedro, CP 1180 kc 250 w D; NEW, Clark Standiford, Marysville, Cal., CP 1210 kc 100 w unltd.; NEW, Harry Prezant, Los Angeles, CP 1120 kc 1 kw unltd. (fac. KFSG, KRKD); NEW, Oscar C. Hirsch, Cape Girardeau, CP 930 kc 1 kw D; WSMK, Dayton, O., spec. auth. 1380 kc 200 w unltd. simul.-KQV; KQV, Pittsburgh, spec. auth. 1380 kc 500 w unltd. simul.—WSMK; KEHE, Los Angeles, for subsequent applic.; NEW, Louis C. Holzman, Hilo, Hawaii, CP 1420 kc 100 w unltd., denied as in default.

RATIFICATIONS:

WCNW, Brooklyn—Granted temp. auth. operate without monitor (5-29).

KGKO, Wichita Falls, Tex.—Granted extension exp. auth. added 250 w N to 6-30-35 (5-31).

WAAF, Chicago; WMBR, Joplin, Mo.; KXL, Portland, Ore.; WTRC, Elkhart, Ind.; KDEN, Casper, Wyo.; KLS, Oakland, Cal.; NEW, Conn. Valley Brdcstg. Co., Springfield, Mass.—granted auth. take depositions.

KTFI, Twin Falls, Id.—Denied consideration action setting for hearing applic. (5-20).

KGBZ, York, Neb.—Reconsidered order designating for hearing applic. renewal and entered order to take depositions at York, hearing in Washington (5-20).

Robert Louis Sanders, Palm Beach, Fla.—Denied request amend order take depositions (5-7).

JUNE 11

WTAL, Tallahassee, Fla.—Granted modif. CP extend completion.

WSPA, Spartanburg, S. C.—Granted license for CP 920 kc 1 kw D.

CBS, New York—Granted auth. transmit sustaining programs to Canadian Radio Commission.

WOL, Washington—Granted license for CP change equip.

KRE, Berkeley, Cal.—Granted license for CP change equip., increase to 250 w D 1370 kc 100 w N unltd.

WTCN, Minneapolis—Granted modif. CP change equip. and antenna, extend completion; granted license for CP new equip., increase from 1 to 5 kw D, move locally.

WMFG., Hibbing, Minn. — Granted modif. CP extend completion.

SPECIAL AUTHORIZATIONS—KBPS, Portland, Ore., granted ext. temp. auth. remain silent to 9-9-35; WSVS, Buffalo, granted temp. auth. remain silent to 9-11-35; WAML, Laurel, Miss., granted extension temp. auth. remain silent pending moving of studio, new equip.

SET FOR HEARING—NEW, Vernon Taylor Anderson, Big Spring, Tex., applic. CP 1500 kc 100 w D; NEW, Pacific Acceptance Corp., San Diego, CP amended 1200 kc 100 w D.

MISCELLANEOUS—NEW, Fort Industry Co., Cleveland, CP 850 kc 250 w LS D, heretofore set for hearing, dismissed at applic. request; WIOD, Miami, CP 1300 kc 1 kw unltd., heretofore set for hearing, dismissed at applic. request; NEW, G. M. Electric Service Co., Stevensville, Mont., CP 1500 kc 100 w unltd., heretofore set for hearing, denied as in default; WPFB, Hattiesburg, Miss., granted amended applic. for renewal regular period; WBNO, New Orleans, granted renewal regular period; WFIL, Philadelphia, granted increase to 1 kw D, applic. for 1 kw N set for hearing; WMCA, New York, granted request withdrawal applic. modif. license without prejudice; NEW, Edward Mirente & Arthur Faske, New Britain, Conn., denied request continue hearing set for 6-18-35; NEW, Wyoming Radio Educational Ass'n., Cheyenne, Wyo., granted petition to reinstate aplic. CP 780 kc 500 w N 1 kw D; NEW, Milwaukee Brdcstg. Co., Milwaukee, affirmed action 2-12-35 granted applic. 1310 kc 100 w D since WHBL protest was withdrawn; WMBR, Jacksonville, Fla., granted request to strike plea for oral argument on Examiner's report re applic. auth. change equip., increase from 100 to 250 w D; NEW, L. M. Kennett, Indianapolis, granted request oral argument Ex Rep. 1-53 to be heard 11-7-35; WESG, Elmira, N. Y., granted extension exp. auth. 850 kc to 8-1-35.

RATIFICATIONS:

WAIM, Anderson, S. C.—Granted temp. auth. resume operation 15 days pending repairs (6-4).

KMPC, Beverly Hills, Cal.—Granted extension temp. auth. reduced power (6-4).

WSPA, Spartanburg, S. C.—Granted auth. extend program tests (6-5).

KIDW, Lamar, Col.—Granted temp. auth. operate without freq. monitor (6-8).

KGFI, Corpus Christi, Tex.—Granted auth. take depositions to support applic. for CP; WQIM, St. Albans, Vt., same; WAAF, Chicago, same.

KGKL, San Angelo, Tex.—Granted extension 20 days file exceptions Ex. Rep. 1-44 (5-31).

WAAT, Jersey City—Denied motion reconsideration applic. license for CP & renewal license, and cancel oral argument set for Sept. and grant applic. (5-29).

NEW, Arthur Westlund & Jules Cohn, Santa Rosa, Cal.—Granted request oral argument Ex. Rep. 1-39 to be heard by Broadcast Division 6-13-35 (5-28).

Examiners' Reports . . .

Evansville on the Air Inc., Evansville, Ind.; Nashville Brdcstg. Corp., Nashville; Jack M. & Louis R. Draughon, Nashville—Examiner Hill recommended (I-60) that applic. Evansville on the Air Inc., for CP new station be granted in part and that applic. be authorized to operate D, share N with Nashville Brdcstg. Corp., which would receive same grant, and that applic. Jack M. & Louis R. Draughon to move WSIX to Nashville be denied.

ADD—EXAMINERS

NEW, J. L. Scroggin, St. Joseph, Mo.; News Brdcstg. Co., St. Joseph—Examiner Dalbert recommended (I-61) that applic. of J. L. Scroggin for CP 1310 kc 100 w unltd. be granted and that applic. of News Brdcstg. Co. for CP 1310 kc 100 w unltd. be denied.

Applications . . .

MAY 31

NEW, Rees T. Evans, Bremerton, Wash.—CP 1420 kc 100 w unltd.

NEW, Harry H. Culver, Beverly Hills, Cal.—CP 710 kc 500 w ltd., seeks facilities of KMPC.

NEW, V. H. Lake & H. E. Standford d/b L & S Brdcstg. Co., Atlanta—CP 100 w unltd., amended to 1210 kc D, amended re transmitter cite, equip.

KGMB, Honolulu—Modif. CP use present transmitter site temporarily.

KQW, Fresno, Cal.—CP move transmitter & studio from San Jose, amended re antenna.

KWBG, Hutchinson, Kan.—License for CP as modified new station.

WASH, Grand Rapids, Mich.—CP new transmitter, increase from 500 w to 1 kw.

WJW, Akron—License for CP change equip.

WOOD, Grand Rapids, Mich.—CP change equip., increase from 500 w to 1 kw.

WSMK, Dayton, O.—Modif. license from 200 to 250 w.

APPLICATIONS RETURNED — NEW, D. Reginald Tibbets, Berkeley, Cal., CP 31100 kc 200 w; KPOF, Denver, auth. automatic freq. control; WCFL, Chicago, modif. CP as modified change equip.; NEW, Skagit Brdcstg. Ass'n, Mt. Vernon, Wash., CP 1420 kc 100 w unltd.; NEW, Clark Standiford, Visalia, Cal., CP 850 kc 100 w D, amended re transmitter site.

'This is station WAM signing off because of financial difficulties—Take it away, sheriff.'

From Judge

JUNE 3

WTIC, Hartford—Extension exp. auth. change from 1060 to 1040 kc and from S-WBAL to simul.-KRLD unltd. to 11-1-35.

WKAR, East Lansing, Mich.—Modif. license from 1040 to 950 kc 500 w N 1 kw D, change spec. hours, amended to 850 kc to D.

WHEF, Kosciusko, Miss.—License for CP move transmitter.

KGBX, Springfield, Mo.—Modif. exp. auth. 1230 kc 500 w unltd. to 12-1-35.

APPLICATIONS RETURNED—NEW, Scott Howe Bowen, New Haven, CP 1200 kc 100 w unltd.; WTAD, Quincy, Ill., CP change equip., move transmitter, amended to omit transmitter move.

JUNE 4

NEW, Frederick L. Keesee, Auburn, N. Y.—CP 1310 kc 100 w unltd., seeks facilities of WMBO.

NEW, John A. Stump, Fairbanks, Alaska—CP 1210 kc 75 w spec. hours, amended to 50 w, change equip.

NEW, W. A. Patterson, Chattanooga—CP 1200 kc 100 w unltd., asks call WAPO, amended to change equip., move transmitter.

WBNX, New York—CP new equip., increase to 1 kw, move transmitter locally.

WCAD, Canton, N. Y.—Modif. license change hours.

WJBK, Detroit—CP change equip., change from 1500 to 1300 kc., increase from 100 w 250 w LS to 250 w D & N, move transmitter.

KINY—License for CP new station 1310 kc 100 w unltd.

KSO, Des Moines—CP move transmitter, change equip., increase from 250 w. 500 w LS to 500 w 1 kw LS.

APPLICATIONS RETURNED—NEW, Hauser Radio Co., Las Vegas, Nev., CP 1430 kc 250 w unltd.; NEW, Texas Brdcstg. Co., Houston, CP 1210 kc 100 w unltd.; WJBC, Bloomington, Ill., CP new equip., increase to 100 w 250 w LS.

JUNE 5

NEW, Ralph Perez Perry, San Juan, P. R.—CP 1340 kc 250 w unltd.

WBZ, Boston—CP change equip.

NEW, Steele City Brdcstg. Co., Pittsburgh—CP 890 kc 500 w unltd.

WFDF, Flint, Mich.—CP change equip., increase to 250 w D if WEXL is granted freq. change.

WFLA-WSUN, Clearwater, Fla.—License for CP move transmitter, install new equip.

WBOW, Terre Haute, Ind.—Modif. CP change equip., increase D power to request further equip. changes.

NEW, Clark Standiford, Porterfield, Cal.—CP 1420 kc 100 w unltd. amended to D.

APPLICATIONS RETURNED—NEW, Hugh M. Smith & Armand A. Touchstone, Laurel, Miss., CP 1310 kc 100 w spec.; WJAX, Jacksonville, Fla., modif. CP transmitter site; NEW, A. W. Mills, Gallup, N. M., CP 1500 kc 100 w D; WBNX, New York, CP move trans., increase to 500 w; NEW, L & S Brdcstg. Co., Waycross, Ga., CP 1200 kc 100 w unltd., amended to 1210 kc; NEW, L & S Brdcstg. Co., Brunswick, Ga., CP 1500 kc 100 w unltd.

JUNE 6

WJAR, Providence—Extension exp. auth. 250 w N to 3-1-36.

KFNF, Shenandoah, Ia.—Assignment license to KFNF Inc.

KOMO, Seattle—CP new equip., increase to 5 kw, move transmitter locally, change to 760 kc, asks facilities KXA, amended to omit request freq. change and facilities KXA.

JUNE 11

NEW, Robert E. Cole, Washington, Pa.—CP 1200 kc 100 w spec., amended to 1350 kc 250 w D.

NEW, American Brdcstg. Corp. of Ohio, Cleveland—CP 890 kc 500 w 1 kw D unltd., asks facilities of WMMN which consents if its applic. for freq. change is granted.

WMMN, Fairmont, W. Va.—Modif. CP increase from 250 to 500 w 1 kw to move transmitter locally, change from 890 to 850 kc, time to D, extend completion.

WMFN, Clarksdale, Miss.—CP new equip., increase from 100 to 100 w 250 w D.

WRDW, Augusta, Ga.—Exp. auth. new equip. 1240 kc 250 w 1 kw D, move transmitter locally, amended to request CP.

A Small World

R. S. HOPE, engineer in charge of 7HO, Hobart, Tasmania, Australia, on a trip to survey radio developments in other countries, and R. Badenich, Australian government engineer for class A stations, on a similar mission, met recently for the first time in NBC headquarters in Radio City. They arranged to meet again in London.

WRVA's NEW WOOD ANTENNA

Using Single-wire Radiator, Greater Efficiency In Transmission Is Said to Be Achieved

Mr. Godley

BELIEVED to be the highest self-supporting wood structure in the United States, a 320-foot all-wood antenna has been completed for WRVA, Richmond, Va., by Timber Engineering Co., of Washington, with a special type of radiator developed by Paul F. Godley, consulting radio engineer, of Upper Montclair, N. J.

By building the supporting structure for a wire antenna of insulating material such as wood, according to Mr. Godley, it becomes possible to realize a practical form of the ideal antenna—the single wire in free space. This was physically unattainable heretofore, he asserts, and as a result an antenna considerably less than one-half wavelength in height can be made to become an electrical half-wave.

New problems in fabrication were encountered in building the wood tower and the construction methods employed have been submitted for patenting.

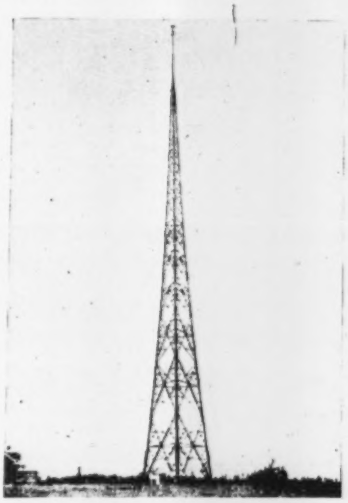
Control of Radiation

WITH a wire antenna, according to Mr. Godley, loading coils and condensers may be placed at any desired point in the system where they will be most effective in the control of current distribution and therefor the radiating properties of the antenna. He adds that it has recently been found that for a given mechanical height of antenna, a considerable range of radiation control is possible by using the new low velocity antenna, which he has developed.

In this system, he points out, a wire is treated throughout its length and in such a manner as greatly to reduce the velocity of propagation of currents in the wire, with the result that a high degree of control over the current distribution is readily achieved.

Raising the center of radiation changes the distribution of radiated energy in space by decreasing the amount which is radiated at high angles and increases the proportion radiated along the ground or at low angles where it is most desired, Mr. Godley explains. This change is said to reduce fading at all distances and eliminate fading in certain zones where it would otherwise exist.

In addition, he says, the open wire antenna on a wood tower can readily be modified for proper operation on a different frequency. Still another advantage claimed is the virtual elimination of a limiting height. High-angle radiation can be reduced so effectively, he continues, and greater ground intensities obtained for a given power than with other types of antenna. Thus, he states, it becomes feasible for stations on higher frequencies where ground wave attenuation and fading are particularly unfavorable to make large scale improvements by way of their radiating system, at costs which are justifiable under ordinary business conditions, and for stations of moderate power.



The tower was designed by Frank P. Cartwright and checked by Peter Landsem, engineers of the National Lumber Manufacturers Association, Washington. Fabrication and erection were done by the Wise Granite and Construction Co., of Richmond, Va., under the supervision of its president, Lee Paschall. Connectors were by Timber Engineering Co.

Mr. E. H. Rietzke, President of CREI and originator of the first thorough course in Practical Radio Engineering.

There's Always A BETTER Job for A BETTER Man!

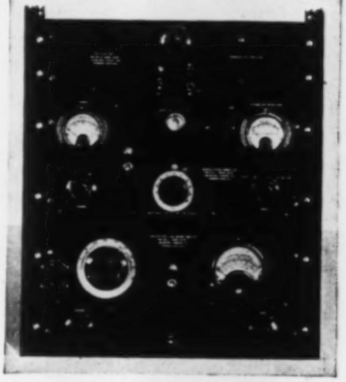
If you are the type of man who is always alert for the chance to improve your position . . . if you're ambitious and can see the bright opportunities that lie ahead in Radio for TECHNICALLY TRAINED men . . . then, CREI can help you attain your goal as it has helped others out of routine jobs into top positions in the radio industry

There Must Be A Reason Why 170 Broadcasting Stations Employ CREI Men!

You'll find all your answers in our free 44-page illustrated booklet which will give details of all CREI courses and how easy it is to pay for them.

CAPITOL RADIO
ENGINEERING INSTITUTE
Dept. B-6
14th and PARK ROAD
WASHINGTON, D. C.

CREI



Type 730-A Transmission Monitor—Price $462.00

DECREASE DISTORTION

INCREASE COVERAGE

IMPROVE FIDELITY

with the General Radio transmission monitoring assembly. **Continuous** high-speed program modulation monitor—automatic and positive over-modulation indicating lamp—carrier noise and hum-level measurement—amplifier, wire line and associated equipment level measurements—these are some of the features of this equipment.

Make a **complete run** of the station and all its equipment for modulation, noise and hum levels **in less than 10 minutes time.**

If you are interested in a 'high fidelity' station you are certainly interested in the General Radio transmission monitor.

Write for complete details—ask for Bulletin B-385-A.

GENERAL RADIO COMPANY

30 State Street

TWENTY YEARS OF GENERAL RADIO COMPANY 1915 1935 GR ELECTRICAL APPARATUS MANUFACTURE

Cambridge A,
Massachusetts

NAB Group Adopts Agency Plan

(Continued from page 59)

an advertiser as a publication statement of paid subscribers, but the advertiser today is often uninclined to accept a station's figures.

Edward M. Power, of the Pittsburgh agency by that name, disclaimed any stability for the radio audience. Even the same person who listens so intently to a symphony one evening will eagerly tune in a jazz band or a variety program the following night. A program success depends largely, he said, on its ability to appeal to the temperaments of the large number of people.

Mr. James defended the potential as a sales argument although admitting the difficulty of ever obtaining it. Radio surveys claiming to show the popularity of anv station at any time are "the bunk", he declared, as a single program change will ruin the curve on your chart. The audience depends on the other station's program as well as your own, he said.

Telephone Surveys

JOHN HENRY defended the use of telephone surveys, saying that KOIL made them every May and November to catch the time changes of the network programs to and from daylight saving time. As these programs have approximately the same appeal week after week, the telephone surveys are valuable in measuring the opposition a local program will have to meet at any time. Many local advertisers use these telephone surveys to measure the popularitv of their own programs on the station, he said. Mr. James retorted that this is giving a service to advertisers already on the air and not presenting a sales argument to prospective advertisers.

J. Leslie Fox, WLS, Chicago. said that the advertiser who puts on a better show and merchandises this show better can go on any station and get most of the area's potential audience. Mr. James proved his point with the example of Major Bowes who outpulled WOR and the key station of the networks with a program on WHN.

R. W. Tole, WTMJ, Milwaukee, asked how, if all the stations in a given area are selling the same potential, the more expensive stations can justify their higher rates. He expressed the opinion that the history of a station, its background of public service, and other similar factors will carry a justifiable weight with the prospective advertiser. If Major Bowes had started on WOR he would have had a bigger audience in less time, Tole declared, saying that an audience has listening habits which it takes time to overcome.

Coverage of 192%

MISS EDYTHE MELROSE, WJAY Cleveland, told of an agency man who asked her what percentage of the Cleveland audience WJAY claimed. Three other stations had given 72%, 64% and 56% as their respective shares of the audience, a total of 192%. Her answer was not an audience figure but a sales figure. The manufacturer of a new product had introduced it with an announcement broadcast once daily over WJAY for a period of ten months. With no other advertising two chains and 793 independent stores had stocked his product and his mail orders had brought in much more than his advertising expenditure. Miss Melrose made a map showing his return by counties and found it clearly defined the station's primary and secondary areas, not in field strength but in sales strength. WJAY is now using this map in all of their sales presentations.

Fred Palmer closed the session with a plea for stabilization of station presentation. Any advertiser who had listened in to the variety of opinions expressed this afternoon would be more confused than sold on radio, he said. The commercial section of the NAB could not help all of us as much in any other way as by setting up a uniform station presentation, he added.

In addition to the radio departmental, broadcasting played an important part in the 1935 AFA convention. In the National Advertisers Conference alone, W. B. Ricketts, manager of the market surveys department of Edwin G. Booz and Fry Surveys, gave a talk on "An Audit of One Day's Broadcasting", illustrated with tables and graphs and Duane Wanamaker, advertising director General Household Utilities Co., spoke on "Effective Dealer Tie-up Through Spot Radio Programs".

Registration at AFA-NAB Sessions

Following is the list of those who registered for the AFA-NAB radio departmentals in Chicago, June 10 and 11:

Mort Watters, WHEC, Rochester, N. Y.; E. A. McIntosh, WWNC, Ashville, N. C.; F. A. Arnold, New York; Edward E. Voynow, Edward Petry & Co.; Clark S. Luther, WOC, Davenport, Ia.; M. M. Blink, Standard Radio Adv. Co., Chicago; R. F. Crane and Lewis Allen Weiss, WJR, Detroit; J. L. Reinsch, WHIO, Dayton; J. O. Maland and Hale Bondurant, WHO, Des Moines; Fred A. Palmer, WBNS, Columbus, O.; E. G. Opie, Rogers & Smith, Chicago.

R. W. Tole, WTMJ, Milwaukee; Chas. G. Burke, W9XBY, Kansas City; Clifford McChafey and W. A. Riple, WEEU, Reading, Pa.; C. L. Sleininger, Free & Sleininger Inc., Chicago; Ray C. Jenkins, KSD, St. Louis; W. B. Ricketts, Edwin G. Booz & Fry Surveys Co.; Edgar Kobak, William Hedges, E. P. H. James and Janet MacRorie, NBC, New York; Mallory Chamberlin, WNBR, Memphis; Clarence T. Hagman, WTCN, Minneapolis; John E. Fetzer, WKZO, Kalamazoo, Mich.; Edgar K. Bill and Ralph Ehresman, WMBD, Peoria, Ill.; C. U. Price, KFH, Wichita; Hugh A. L. Halff, WOAI, San Antonio; Jack N. Pitluk, Pitluk Adv. Co., San Antonio; Geo. D. Coleman, WGBI, Scranton, Pa.; R. E. Sonce, Chas. F. Phillips and E. M. Blair, WFBL, Syracuse.

Herbert Hollister, WLBF, Kansas City, Kan.; Deitrich Dirks and John Henry, KOIL-KFAB, Omaha; J. Leslie Fox, WLS, Chicago; Martin B. Campbell and Irvin Gross, WFAA, Dallas; Norman Boggs, WAAF, Chicago; Alfred J. McCosker and T. C. Streibert, WOR, Newark; Homer Hogan, Hearst Radio; Ralph Foster, KGBX-KWTO, Springfield, Mo.; John T. Schilling, Harold A. Boyle and Don Davis, WHB, Kansas City; Sid Bliss, WCLO, Janeville, Wis.; J. Kelly Smith, WBBM, Chicago; D. W. Thornbaugh and L. F. Erikson, CBS, Chicago.

Ford Billings, WCAE, Pittsburgh; H. C. Burke, WISN, Milwaukee; H. H. Hoessley, WAIU, Columbus; Edythe Fern Melrose, WJAY, Cleveland; H. K. Carpenter, and Burt Squire, WHK, Cleveland; H. K. Boice, George Bijur and John J. Karol, CBS, New York; E. A. Fellers, Mantle Lamp Co.; Robert F. Schultz, WDAY, Fargo, N. D.; Fred A. Palmer, WBNS, Columbus; R. J. Barrett, Jr., and Robert D. Hotz, Blackett-Sample-Hummert, Chicago; John Ashenhurst, Edward Petry & Co., Chicago; E. G. Opie, Rogers & Smith, Chicago; M. Lewis Goodkind, Lord & Thomas, Chicago; Edwin G. Foreman, Jr., RCA Mfg. Co., Chicago; Emmons C. Carlson, A. W. Kaney, Kenneth Carpenter, G. B. McDermott, Judith Waller, H. R. Evans and Oliver Morton, NBC, Chicago.

H. J. Quillam, KOMO-KJR, Seattle; Aubyn Chince, National Dairy Council; B. H. Sears, A. T. Sears & Sons Inc.; F. J. Schnell, Chicago; Geo. Isaacs, Lord & Thomas, Chicago; Edward M. Power, E. M. Power Co., Pittsburgh; Homer Griffith, Chicago; John Fitzgerald, H. P. Sherman, R. C. Elpers and J. J. King, CBS, Chicago; Ralph Atlass, WJJD, Chicago; H. H. Hoessly, WAIU, Columbus; Mrs. Franklin W. Fritchey, American Homemakers Ass'n, Baltimore; Wm. R. Olive, WLS, Chicago.

Gene O'Fallon, KFEL, Denver; R. J. Dooley, Belson & Doll Inc.; H. O'Neil, Drug Trade Products Inc.; James W. Baldwin, NAB, Washington; Hugh Rager and Gene Fromherz, First United Broadcasters, Chicago; Wm. G. Rambeau and Wm. Cartwright, Wm. G. Rambeau, Chicago; Arthur B. Church, KMBC, Kansas City; Walter E. Myers, NBC, Belmont, Mass.; F. A. Arnold, New York; George Roessler, Chicago; Al. Williamson and Ken Fry, NBC, Chicago; John Benson, AAAA.

Denman Arnold, WROK, Rockford, Ill.; H. P. Roberts, Pepsodent Co., Chicago; C. K. Beaver and H. A. Sherman, KARK, Little Rock; H. F. Harrison, United Press, New York; Marvin Oreck, Oreck's Inc., Duluth; Kenneth Taylor, John Taylor Dry Goods Co., Kansas City; Dade Epstein, Chicago; John Shepard, 3rd, Boston; Dr. Herman S. Hettinger, NAB, Washington; Hon. E. J. Adams, Federal Trade Commission; Lloyd C. Thomas, WROK, Rockford, Ill.; Z. L. Potter, Erwin Wasey & Co., Chicago.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Hundred watt station in large city has opening for experienced hundred watt salesman. Must be a man with a productive record in the hundred watt field. For such a man we offer splendid opportunities. Give full particulars. Confidential. Box 331, BROADCASTING.

Man to sell radio advertising progressive full time local station. Must be experienced. Reference required. Salary and commission. Box 333, BROADCASTING.

Situations Wanted

Experienced newspaperman now in charge of radio publicity and news division of large government department in Washington available for permanent position in broadcasting station or network. Have edited and written daily governmental radio news releases past year. Box 329, BROADCASTING.

Transradio Press operator. Solid copy. First telephone and second telegraph licenses. Competent transmitter man. Good working knowledge of theory, transmitter and audio design. Excellent references. Now employed. Box 328, BROADCASTING.

Live wire who understands promoting, construction and thorough managing of radio station. Just completed a model plant in the Middle West. Box 334, BROADCASTING.

Station manager now associated with a successful station which he built desires to change. Open to any worthwhile offer. Best references. Travel anywhere. Box 332, BROADCASTING.

For Sale

100 watt full-time station. Free and clear, including property. Progressive locality, 80,000 population ten mile radius. Real opportunity. Box 330, BROADCASTING.

Wanted to Buy

Wanted—Broadcast transmitter, modern, new or used, cash purchase, one to ten kilowatts, with studio equipment if available. Box 327, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design.
Field Strength and Station Location
Surveys. Antenna Design. Wire
Line Problems.
National Press Bldg., Wash., D. C.
N. Y. Office: Englewood, N. J.

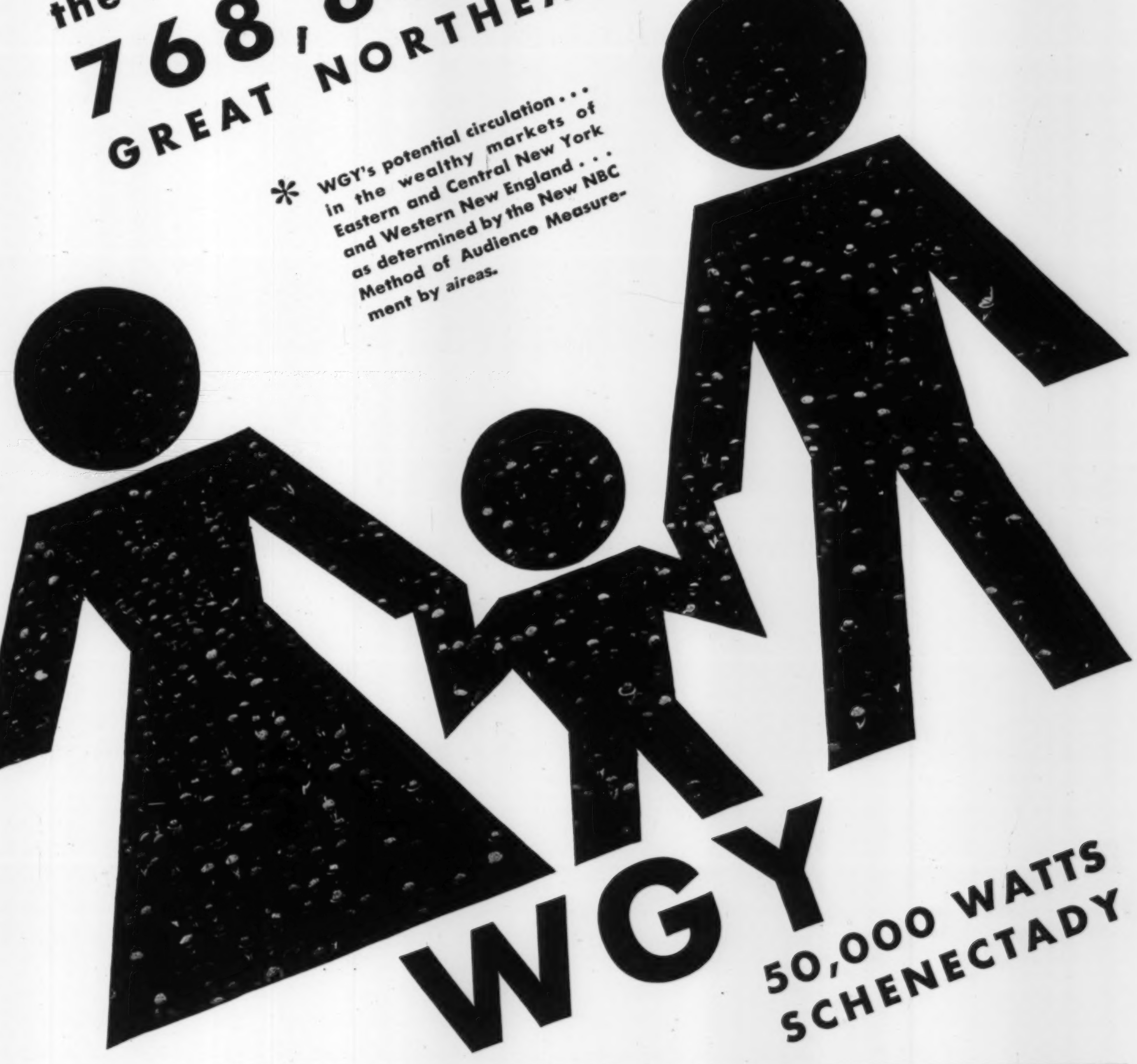
PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage
Presentations for Sales Purposes, Allocation and Location Investigations

RCA
WORLD WIDE WIRELESS
FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

The Power to Reach and the Prestige to Sell

768,800 GREAT NORTHEASTERN FAMILIES*



* WGY's potential circulation . . . in the wealthy markets of Eastern and Central New York and Western New England . . . as determined by the New NBC Method of Audience Measurement by aireas.

WGY

50,000 WATTS SCHENECTADY

NATIONAL BROADCASTING COMPANY, INC.

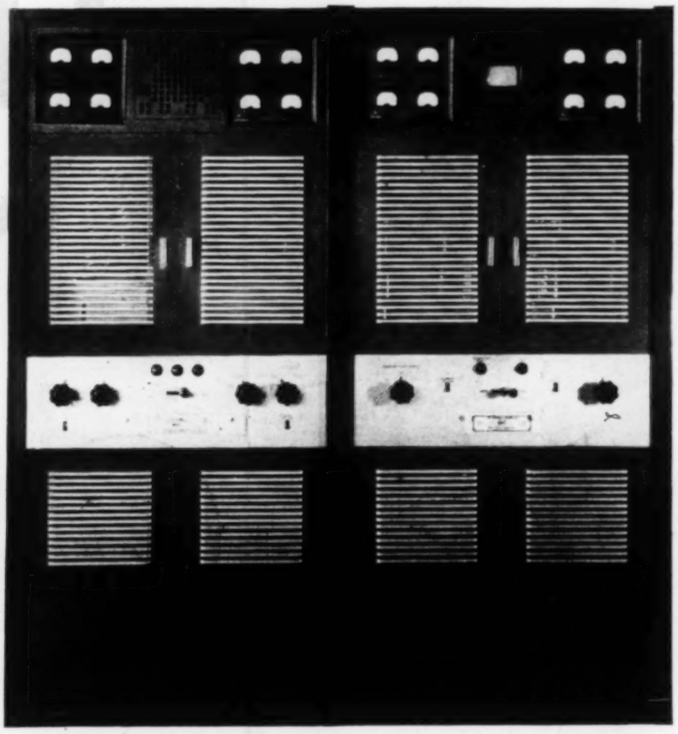
A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★	WASHINGTON ★	CHICAGO ★	SAN FRANCISCO
WEAF & WJZ	WRC & WMAL	WMAQ & WENR	KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

THE HIGH FIDELITY 1 kw. TRANSMITTER

RCA built—of course



THIS modern transmitter has been designed by the experienced engineers at "Radio Headquarters" so that the modest 1 kw. station may keep pace with the trend of the times —HIGH FIDELITY.

The new era of extended audio frequency range of microphones, remote pickup lines, and receiving sets, must necessarily include the transmitter itself. Every link in this chain must be a HIGH FIDELITY link —in order that there may be High Fidelity reception as the desired ultimate result.

NOTE THESE OUTSTANDING FEATURES:

FIDELITY . . . Meets all High Fidelity standards.

ECONOMY . . . Low installation costs, unusually low tube and power cost.

SIMPLICITY . . . AC operated, self-contained, easy to install.

COMPLETELY EQUIPPED . . . Cathode ray modulation indicator, dummy antenna and High Fidelity monitor all built in. Needs no extras.

CONVENIENCE . . . Centralized controls, unitary line voltage compensation.

RELIABILITY . . . Automatic devices prevent time off air.

EFFICIENCY . . . Uses Class B high level modulation.

FLEXIBILITY . . . Readily adaptable for power changes.

MODERN APPEARANCE . . . Fulfilling concepts of dynamic symmetry, finished in white metal and tones of gray and black.

COMPLETELY GUARANTEED . . . Protected by patents.

The De luxe Transmitter at low first cost, with economical operation

TRANSMITTER SECTION

RCA MANUFACTURING COMPANY, Inc. CAMDEN, NEW JERSEY
A SUBSIDIARY OF RADIO CORPORATION OF AMERICA
NEW YORK: 1270 Sixth Ave. CHICAGO: 111 North Canal St.
ATLANTA: 144 Walton St., N. W. DALLAS: Santa Fe Bldg. SAN FRANCISCO: 1270 Ninth St.